

DTC Advertiser Drives Reach Extension with Converged TV Strategy

Fueled by InnovidXP insights, this direct-to-consumer retailer increased its household reach by as much as 35% month-over-month.

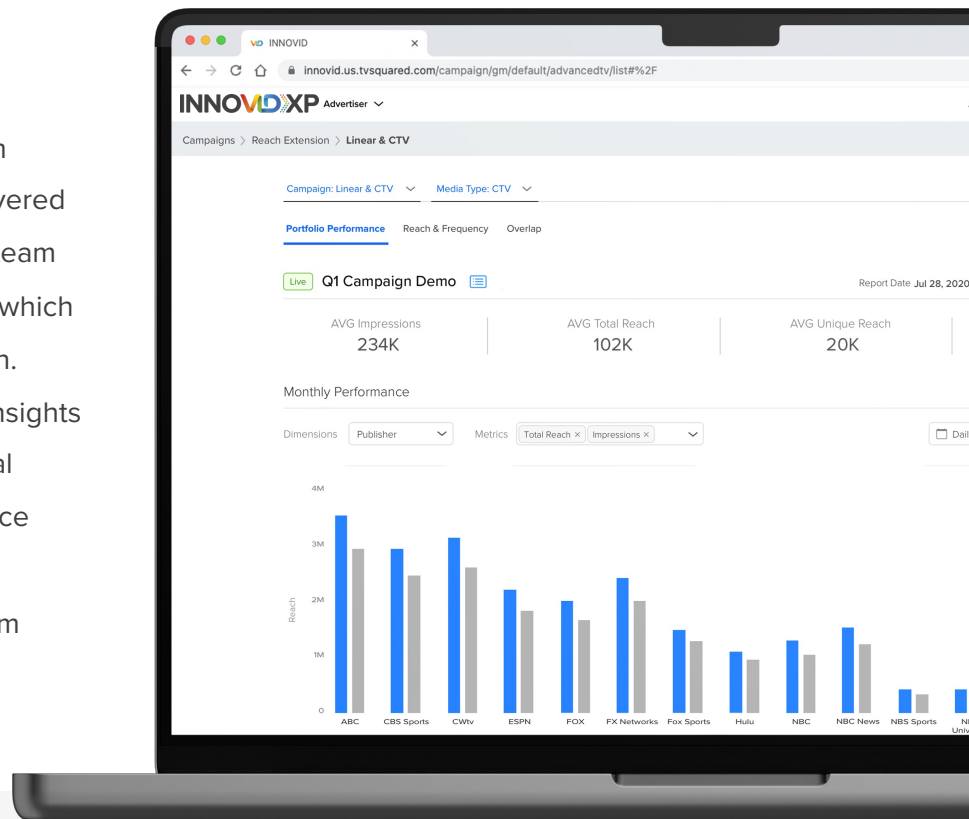
GOAL

The success or failure of any direct-to-consumer brand rests primarily on how many people the brand can reach. This DTC retailer was interested in seeing if adding CTV into its marketing mix would have a measurable impact on its audience reach and awareness.

STRATEGY

After partnering with InnovidXP, the platform provided insights into which publishers delivered net-new households. Each month, the DTC team used the insights to reallocate impressions, which led to an increase in net-new HHs per month.

- The team also leveraged measurement insights for reach and frequency, including optimal frequency, to drive a better ROI and reduce wasted impressions.
- Actionable household-level, cross-platform analytics led to an increase in total TV investment for the second half of 2021.



RESULTS

35% Increase in HH reach per month as a result of insights and optimization

150% Increase in CTV investment based on test results