

Anheuser-Busch Benefits From 45% Decrease In Cost Per Unique Reach With Innovid's Reach & Frequency Insights

GOAL

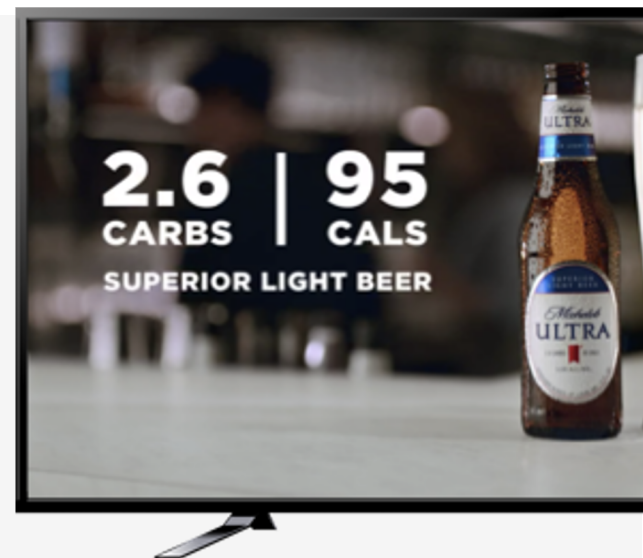
The ability to accurately report connected TV (CTV) household impression delivery, reach and frequency is imperative for marketers, but this is just the first step. In order to take full advantage of the CTV opportunity, marketers are looking for solutions to make data-backed optimizations during live campaigns. Anheuser-Busch wanted to do just that - find a solution that allowed them to go beyond standard impression insights and validate their planned reach and frequency, while also improving their overall cost efficiency across CTV publishers.

STRATEGY

In coordination with The Trade Desk, Anheuser-Busch ran a programmatic campaign for Michelob Ultra across twenty-six CTV publishers, utilizing Innovid as their primary ad serving and measurement provider. Throughout the campaign, Innovid provided Anheuser-Busch with unbiased reporting which allowed them to make sophisticated campaign reach, frequency, and media cost-efficiency optimizations.

Anheuser-Busch specifically evaluated success on the following:

- ✓ **Validation:** Using the insights, they were able to collaborate with The Trade Desk and CTV publishers to adhere to their planned household reach and frequency goal.
- ✓ **Efficiency:** From a cost perspective (CPM), Anheuser-Busch gained visibility into which CTV publishers provided the most effective total and unique reach.



RESULTS

Innovid enabled Anheuser-Busch to manage frequency, drive unique reach, and reduce cost inefficiencies across their programmatic buy in-flight resulting in:

88%

Unique
Household
Reach

45%

Decreased
Average Cost Per
Unique Reach

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Average
Household
Frequency

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Consumer behaviors have rapidly changed over the last year, and we needed to adapt our media plans to their new consumption patterns. By leveraging Innovid's measurement solutions, we can make real-time decisions on connected TV.

This allows us to find an optimal media mix for reach, decrease the number of unexposed high-valued consumers, and ultimately discover publishers who allow us to increase our unique reach.

Jackie Northacker, Digital Media Manager | [Anheuser Busch](#)

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RECOMMENDATIONS

- ✓ Make optimizations across your CTV buy on a weekly cadence, and once the campaign has ended, use the learning to develop strategic benchmarks for future campaigns.
- ✓ Use the independent insights from Innovid to ensure media partners are adhering to pre-negotiated frequency caps in-flight and in-aggregate across the entire campaign.
- ✓ Evaluate household reach metrics to drive incremental reach for your overall campaign or at the individual publisher level. When in-flight, advertisers should track week-over-week unique reach at the publisher level and reallocate budgets toward top-performing publishers.