

LifeBrandsD2C Maximizes Brand Strategy By Leveraging InnovidXP's Unmatched Granular Insights

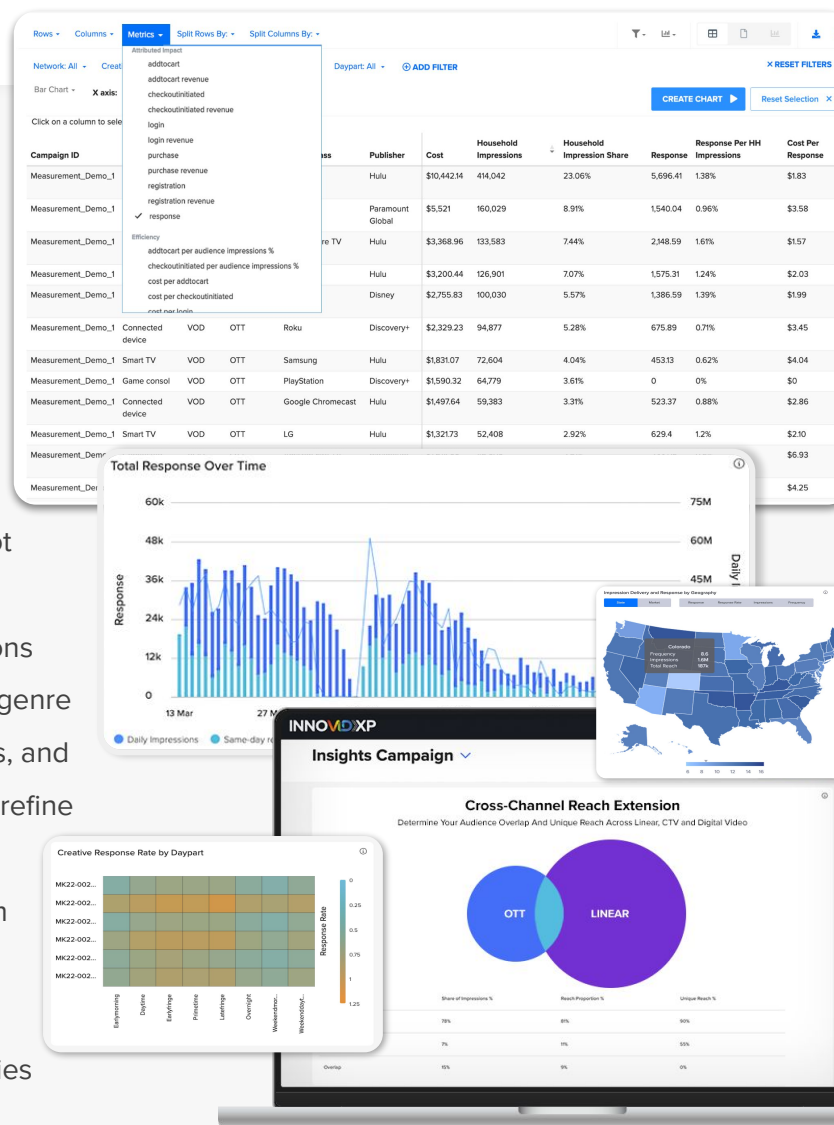
Client Background

LifeBrands was founded to help entrepreneurs achieve their dreams through direct-to-consumer advertising strategies that drive immediate response and build brands. For over 25 years, LifeBrands has been generating real-time revenue across diverse channels and empowering businesses to grow profitably. Since 2019, LifeBrands has worked with Innovid to revolutionize campaign management and optimization for even stronger client results, expanding our partnership across their full portfolio.

The Goal & Strategy

Before discovering Innovid's measurement platform, LifeBrands sought a comprehensive, independent solution for linear and CTV media. They chose Innovid as a partner who could provide granular breakouts and easy visualizations of outcomes KPIs, from CPA to ROAS to response rate, and more.

- InnovidXP enables LifeBrands the flexibility to pivot and analyze detailed campaign data for in-flight performance optimizations across critical dimensions such as station, creative length, daypart, network, genre
- Advanced visualization tools like heat maps, charts, and tables help LifeBrands uncover deeper insights to refine their media and creative strategies
- Innovid's automated weekly reporting and platform exportability allows LifeBrands to apply holistic mid-flight outcomes metrics into actionable results
- The platform's streamlined spot log feature simplifies LifeBrands' workflow, ensuring data accuracy



*Platform screenshots for illustrative purposes only

Results

With InnovidXP, LifeBrands delivered measurable success for clients and solidified its role as an industry leader:

- LifeBrands increased **ROAS by 50%** using InnovidXP's granular insights to assess the impact of its TV ad campaigns and instantly optimize based on the data.
- Using InnovidXP's pivot feature, LifeBrands accessed performance-driven data for informed media negotiations. This enabled **cost savings with better CPMs** and budget reallocations to high-performing channels, **enhancing efficiency** and **maximizing ROI**.
- The user-friendly design of InnovidXP was a game-changer for LifeBrands. It drove data-driven decisions that **optimized campaign performance** and **streamlined workflows**, saving hours in weekly analysis.

50%

Increase in ROAS using InnovidXP

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InnovidXP's granular reporting has transformed our approach to optimizing campaigns by providing deep insights into station, creative, daypart, network, and genre metrics. The platform's ease of data pivoting and weekly reporting, combined with the integration of linear and OTT/CTV buys in one view, have enabled us to make real-time adjustments, secure better CPMs, and boost ROI for our clients. No other platform offers this level of detail and flexibility while remaining completely unbiased about the results.

Rick Griswold, SVP Data & Analytics

LIFEBRANDS D2C

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Recommendations To Other Brands

- ✓ Networks and publishers are data-rich within their ecosystem, but brands lack visibility across them. Leveraging an **independent measurement partner with a universal cross-channel lens** like Innovid is crucial.
- ✓ Bridge the gap between Innovid's ad server and measurement platform by **instantly optimizing** ad delivery based on **real-time insights**.
- ✓ Use **dynamic technology** to customize messaging to resonate with demographics for maximum engagement.