

Eicoff Leverages Granularity and Customizability of Innovid Measurement to Reduce Client Cost Per Response by 35%

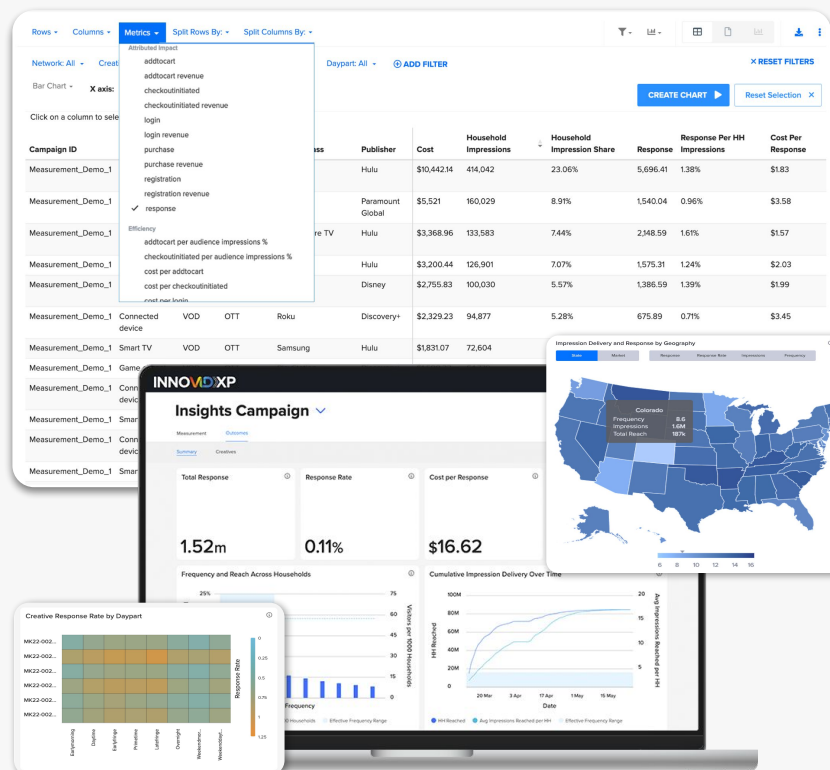
Goal

As Eicoff transitioned to a converged, cross-channel media approach, including CTV/OTT, they sought to delve deeper into their data-rich digital buys and find more efficient measurement insights to enhance their media optimization engines. Eicoff prioritized consolidated platforms that offered customizability across tracking metrics and ad delivery to match the unique needs of their diverse client base, from site visit rates to add-to-cart actions to purchase revenue.

Strategy

Innovid's unlimited flexibility allows Eicoff to define dimensions and metrics directly within the platform, tailoring analysis to their client's custom KPIs, from response rate to app activity to offline metrics. Eicoff unlocks hyper-granular data insights within advanced visualization tools: heat maps, graphs, charts, and pivot tables. These insights inform Eicoff's optimization, helping them adjust buys across stations, platforms, publishers, audiences, dayparts, and creatives:

- Eicoff consolidated their tech stack by bundling measurement with Innovid's ad server, capturing unfiltered data directly from the supply source.
- Innovid's anytime, anywhere export capability facilitates data transparency and information retrieval for Eicoff whenever needed.
- Innovid's intuitive platform allows Eicoff to easily upload spot logs for linear accuracy.
- "Always be testing" is Eicoff's motto, so Innovid's Harmony suite of optimization tools is being evaluated to unlock data-driven decisions for ad delivery in real-time to maximize performance.



**Dashboard for illustrative purposes only*

Results

With Innovid, Eicoff delivered measurable success for clients:

- Eicoff was able to **decrease cost per response by 35%**.
- Eicoff uses Innovid's always-on attribution pivots to understand every campaign's financial and business impacts to **maximize media strategy, creative versioning, targeted messaging, and channel selection**.
- Eicoff ensures **comprehensive data accuracy and ownership** from a universally publisher-trusted, media-unbiased platform that does not own, operate, resell, or arbitrage inventory.
- Eicoff is able to validate performance for regional and national clients through a **hyper-local, data-driven methodology** that elevates beyond traditional top-down-aggregated panel results.

35%
Decrease in cost per response

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*Our partnership with Innovid has revolutionized our ability to converge measurement and optimization across our linear and digital TV buys. It has unlocked **hyper-granular insights, custom metrics, and anytime export functionality** to meet unique campaign goals. Innovid's commitment to **unbiased data accuracy**, utilizing deterministic and probabilistic methodologies, allows us to analyze our campaigns **at national and local levels**, driving informed decisions for our diverse client base.*

Delia Marshall, President



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Recommendations To Other Brands

- ✓ Measure what matters most with **unlimited customizability** of dimensions and metrics, including purchases, registrations, add-to-carts, app activity, credit card sales, and QR code scans.
- ✓ 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.