

# Xumo taps Innovid for competitive cross-publisher reach measurement to validate incrementality & optimize

## Goal

Xumo, a top American internet television company, is the joint venture of Charter Communications and Comcast, offering a premium, free, ad-supported streaming service with access to Live TV as well as over 350+ channels of on-demand content, to their 10s of millions of monthly active users. Amidst the competitive digital TV publisher marketplace, Xumo turned to Innovid as an independent, media-unbiased measurement authority to verify the incremental value that Xumo was bringing to its advertisers. Xumo then aimed to apply those competitive streaming insights to their client campaigns in addition to scoping future use of Innovid reach optimization signals.

## Strategy

Xumo tapped Innovid to compare unique reach, unique reach efficiency, frequency, and incrementality between Xumo and the aggregate of all other publishers on the media plan for a major retail client with large Q4 budgets. Innovid created reports with granular data splits by device, platform, etc. to highlight the unique and incremental value Xumo delivered. Armed with custom reports, Xumo can now optimize performance for their clients from an independent source of truth.

- ★ 35% of the households reached by Xumo were unique to Xumo's user base, representing 7% incrementality
- ★ Xumo effectively managed household frequency throughout the flight, showing a 31% improvement from first half to second half of the campaign.
- ★ Innovid highlighted CTV platforms and devices where Xumo had more opportunity to improve unique reach



## Results

### +35%

of households reached by Xumo were unique to their footprint alone

### +18%

of all households reached by the campaign were via Xumo

### +7%

incremental household lift (households not reached by other publishers)