

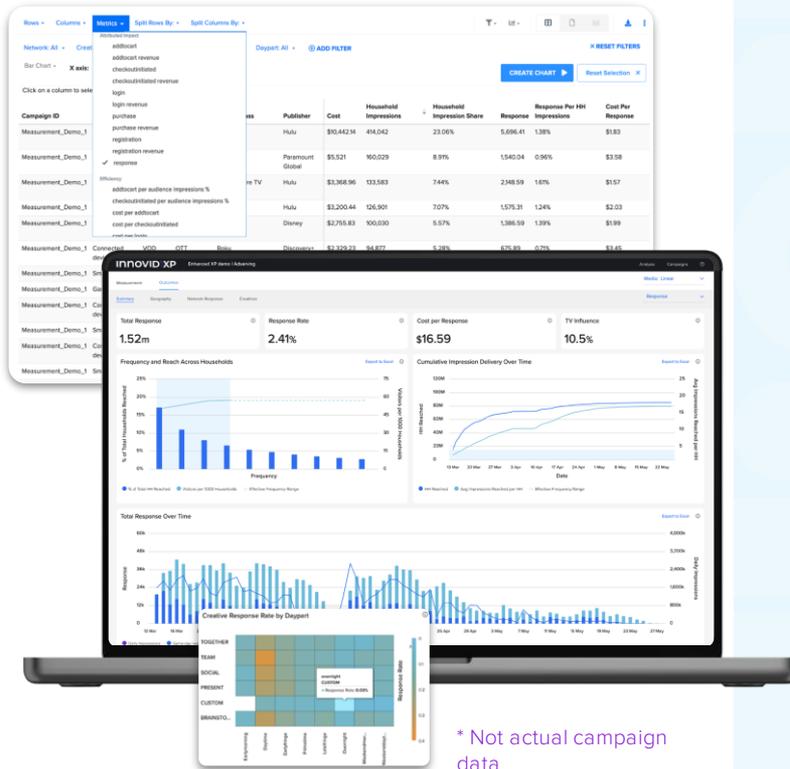
# AdRoll Leverages Innovid Measurement to Validate CTV Performance

## Goal

Historically, platforms have struggled with a turnkey way to measure how Connected TV (CTV) spend contributes to brand performance. AdRoll, a leading advertising platform, wanted to showcase how its CTV offering can serve as a primary performance driver that create quantifiable value and growth for its clients.

## Strategy

Innovid partnered with AdRoll to integrate automated measurement capabilities that elevated AdRoll's performance insights. Through this collaboration, AdRoll gained direct visibility into how its media drives measurable impact - validated by a significant surge in CTV-influenced site visits. This transparency enabled AdRoll to clearly showcase the tangible value and growth its platform delivers.



Results

**+23x**

Visitor Lift to CTV page visits

**+93%**

Lift in share of CTV page visits

**70%**

Peak CTV visitation

\* Not actual campaign data