

Case Study **Reach Extension**

Extending Audience Reach with OTT

DTC electronics advertiser tests OTT for audience reach extension and increased awareness

- With the ADvantage platform our client could tell which publishers delivered net-new households
- Each month, impressions were reallocated to publishers that were delivering on this goal, which led to a 35% increase in net-new HHs per month
- The client also leveraged measurement insights for reach and frequency, including optimal frequency. This was used to drive a better ROI and reduce impression waste
- At the conclusion of the test period, the client increased their campaign investment for the second half of 2021

Increase in HH reach as a result of insights and optimization **35%** PER MONTH

Increase in OTT investment based on test results **150%**