

Incremental household reach

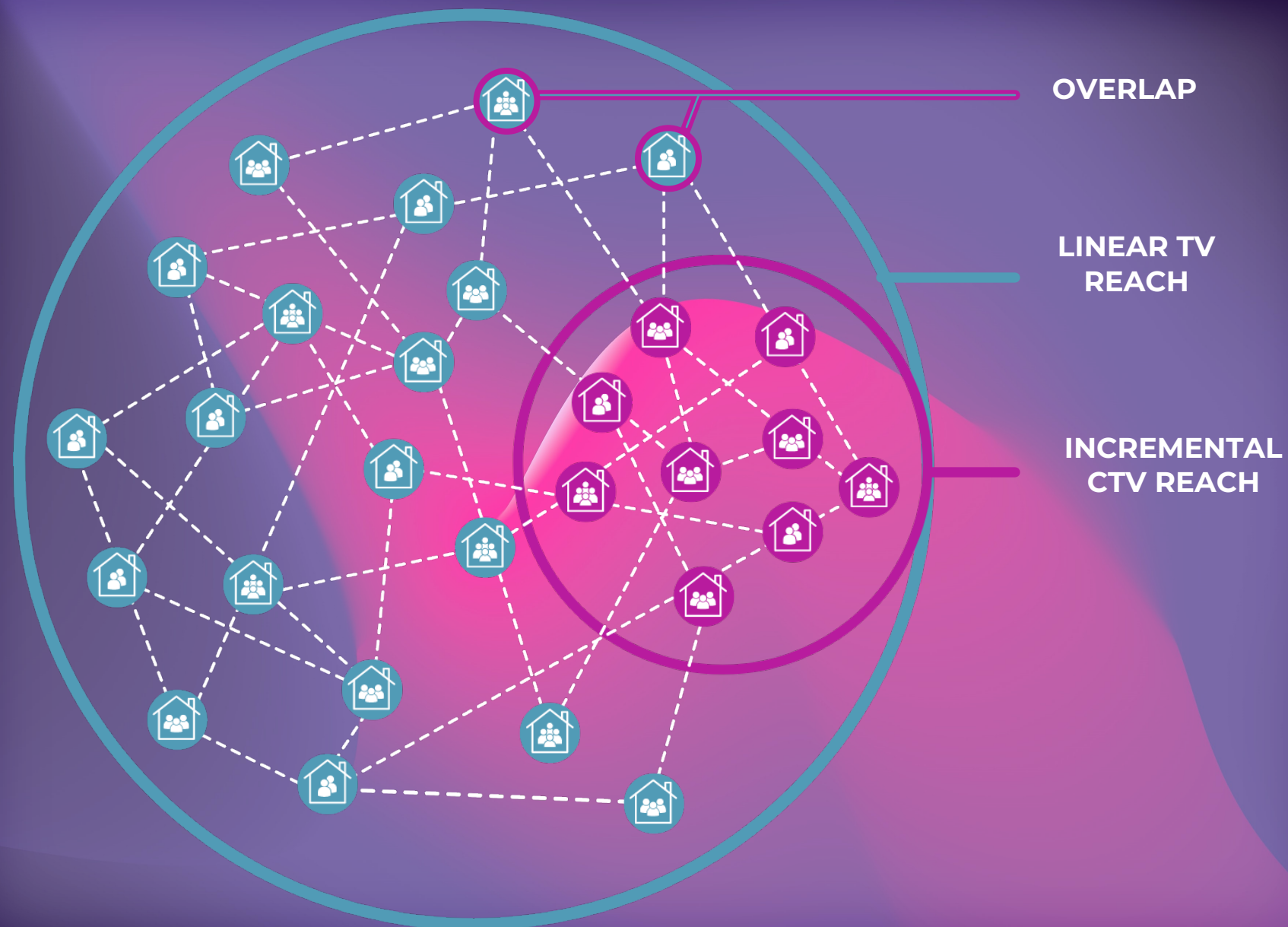
The Challenge

Centers for Disease Control and Prevention, *Stop Overdose: Getting Ready* sought to increase reach by adding CTV on top of linear TV while reducing duplicate exposures to A18-49.

The Strategy

TVadSync built a data driven audience less likely to view linear TV and combined layers from IQVIA and Infutor. Proactively suppress linear exposed households. Conduct post campaign incremental lift analysis with 3rd party measurement partner utilizing data from 44 million US households.

The Results



OVERLAP

<5%

Constrained household overlap

LINEAR TV REACH

INCREMENTAL CTV REACH

31%

CTV spend was 25% of linear and delivered 31% incremental household reach that were not exposed to traditional linear TV advertising.