

More Than a Reach Tactic: Ampersand Unveils Full-Funnel Addressable Benchmarks

Addressable TV is frequently recognized for its ability to effectively drive incremental reach, and while true, its impact extends far beyond that. Ampersand's analysis of over 200 campaigns reveals that addressable TV can deliver full-funnel results, showcasing significant lifts across a variety of key performance indicators. This demonstrates how brands can effectively leverage addressable TV to achieve a wide range of marketing objectives.

OVERALL CAMPAIGN ANALYSIS

Based on the analysis of 206 Ampersand addressable campaigns across 10 verticals:



Brand awareness

5.4%

AVERAGE LIFT



Website visitation

13.6%

AVERAGE LIFT



Foot traffic

16.8%

AVERAGE LIFT



Sales matchback

20.8%

AVERAGE LIFT

AUTO CATEGORY CAMPAIGN ANALYSIS

Based on the analysis of 78 Ampersand addressable campaigns in the auto category:



Brand awareness

8.1%

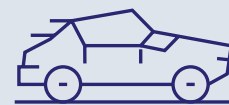
AVERAGE LIFT



Website visitation

18.1%

AVERAGE LIFT



Sales matchback

28.1%

AVERAGE LIFT

Representing 75% of all US addressable households, [reach out to an Ampersand rep](#) to see how we can drive incrementality for whatever objective you're looking to achieve.



Source: Ampersand aggregated viewership insights tied to exposure data. Campaign exposure period analyzed: 1Q 2022 to 4Q 2023. Measurement partners: Brand awareness lift: Dynata, Kantar; Location visitation: Experian, InMarket; Web visitation: D+M, Experian; Sales matchback: Acxiom, D+M, Epsilon, Experian, NCS, Polk.