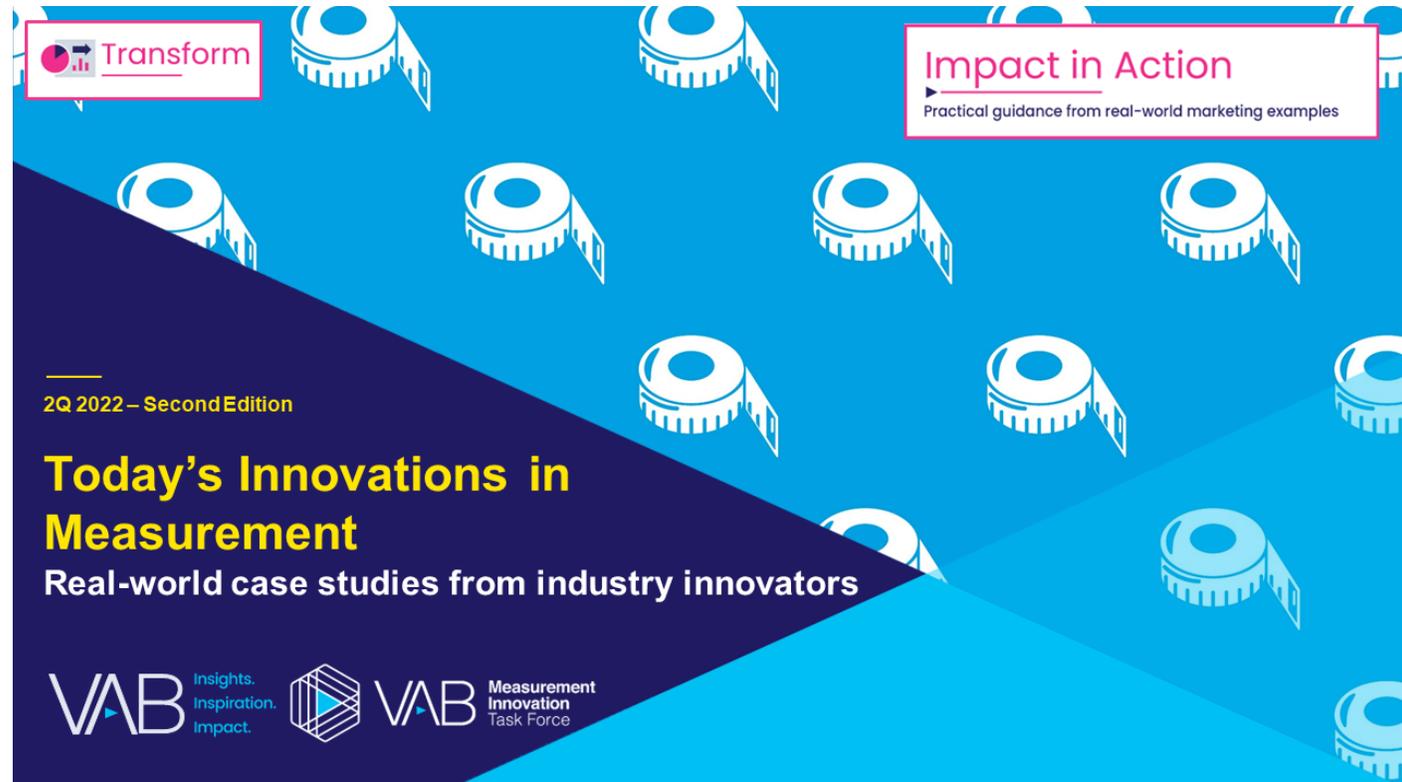


The Power of Connected TV Advertising

Just Released!



Missed the Q1 case study collection? You can find those 13 case studies across 10 product categories [here](#).

VAB members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at theVAB.com.

Today's Speakers



Tom Weiss
Chief Data
Scientist



Giles Cottle
VP, Data Science
Services



Benjamin Vandegrift
VP, Measurement
Solutions



**A research, data science,
and measurement
company focused on
building fandom for the
world's top brands, media
and entertainment
companies, and sports
leagues.**

MarketCast Timeline: Our Growth Journey.

2015

MarketCast Acquires Insight Strategy Group (ISG) – expands custom insights expertise



2018

MarketCast Acquires Turnkey Sports; expands reach with sports leagues and brands



2020

Fizziology, ISG & Turnkey rebrand and unify go-to-market as MarketCast



2022



A MarketCast Company

MarketCast acquires Invoke; expands content testing research into streaming and broadcast series

Back in the day

2017

2019

2020

2022

1987

MARKETCAST

MarketCast founded

To focus on movie trailer testing and analysis.

2017

MarketCast Acquires Fizziology; adds social analytics capabilities



2019

MarketCast integrates four business units and teams; centralizes research, commercial and operational teams

2020

MarketCast Acquires Deductive, expanding Data Science capabilities



2022

MarketCast acquires Phoenix, accelerates advertising measurement and analytics



MarketCast is a research and data science powerhouse with more than 400 researchers and 100+ technologists and data scientists.



700+

MarketCast +
Phoenix
employees

525+

Market
researchers &
ops

100+

Data scientists and
technologists

33,000+

Ads tested
annually

12 Million+

Consumers spoken to
every year

25 Million+

Social opinions analyzed
every week

Together, we are trusted by the biggest brands on the planet.

NBCUniversal

Google

PEPSICO

Ford

ebay™

P&G

Disney

Meta

ABInBev

AT&T

Pfizer

TOYOTA

discovery+

Square

NFL

verizon✓

Fidelity
INVESTMENTS

hp

NETFLIX

Apple

NBA

COMCAST

amazon

M

MarketCast supports the entire advertising lifecycle.

MarketCast offers world-class ad measurement, research and attribution

CONCEPT DEVELOPMENT



Ad concept research with audiences to understand how early ideas and concepts resonate.

CREATIVE DEVELOPMENT



Storyboard, copy, and ad testing to understand how core audience segments respond to pre-released ad creative.

IN-MARKET MEASUREMENT



Measures advertising breakthrough and campaign performance with core audience segments post-launch and over time.

ATTRIBUTION & OUTCOMES



Infuses 1st and 3rd party datasets, including sales and connected device data, to measure the impact of ads on consumer outcomes.



MarketCast + Phoenix Advertising Solutions.

	UNDERSTAND CREATIVE IMPACT		UNDERSTAND IN-MARKET ADVERTISING PERFORMANCE	UNDERSTAND CROSS-CHANNEL CAMPAIGN IMPACT ON BRAND	UNDERSTAND ADVERTISING EFFECTIVENESS
	AdPi	Campaign Analytics	Brand Effect	Communicus	Attribution
What it Measures	The potential for creative lift to brand impression, brand consideration & motivate consumers to take an action	Measures in-depth audience feedback about ad creative, including storylines, themes, messaging, characters, and soundtracks	How creative, media placement, media weight and ad rotation work together to drive advertising campaign performance	Long range measure of how integrated advertising campaigns work alone and in combination to impact Brand Equity	Measures Smart TV viewership and digital advertising exposure to advertising and combines this with 1 st and 3 rd party datasets to identify consumer outcomes and conversions.
What it Answers	The why behind performance; how an ad connects with consumers and motivates response	Will ads convince audiences to purchase movie tickets, stream a program, as well as purchase products and services	How well ads and campaigns perform in the real world, in real-time	Allows users to gain a deep understanding of how ads and messages build campaign awareness, branding, messaging, and brand impact	Connects the dots between viewers exposed to advertising and their actions, including Google search, visits to brand Web sites, purchasing of products and services, and tuning-in to programming.
What it Covers	TV, Print, Digital, OOH, Social, etc.	TV, Digital, Social	Linear TV, Streaming/OTT, and Open-Web Digital Platforms	Cross-Channel: Digital, social, linear TV, streaming, print, audio, OOH, non-traditional media	Linear TV, Digital, Social
Who Could Benefit	Advertisers who are developing new ads/campaigns OR want to understand the creative drivers behind in-market performance	Advertisers who are launching large, “event-like” campaigns, such as movie premieres, new product launches, and new branding campaigns	Advertisers who want to understand in-market ad/campaign breakthrough and branding in the context of the media environment and/or want to optimize media in-flight	Advertisers who want to understand how their campaigns are impacting their brand, including contributions of all cross-channel elements, and/or how multiple campaigns are working together to build the brand.	Advertisers who are looking to measure the effectiveness of their TV and digital advertising on consumer outcomes, including sales lift



MarketCast Case Study

THE CHALLENGE

- MarketCast worked with a challenger brand in the financial services category that wanted to target a younger demographic in a highly competitive space - with the goal of driving advertising conversions to its online tax services platform.

CHALLENGE ACCEPTED

- MarketCast partnered with a CTV seller to demonstrate the power of the medium to deliver a cost-effective way to reach a younger audience who typically watch less linear TV.

MarketCast Case Study, Our Approach.

Target Segment: All household product intenders



MarketCast implemented its own certified pixel, working with the brand's digital team to ensure it only fired for new conversions, not repeat visitors.



Built a custom synthetic control group of probable buyers of the brand's products using a third-party data segment.



Smart TV ACR Data

MarketCast Pixel

MarketCast Attribution Solutions

MarketCast Case Study: Learnings.

- **Our approach delivered** a highly accurate account for new conversions to the financial brand's site based on the targeted CTV ad buys.
- **CTV inventory is a powerful medium** to reach a segment of product intenders that cannot be reached by linear TV.

Overview Of Results for the Campaign

3x Lift on conversion amongst 18-29 product intenders vs. unexposed



21% Incremental reach amongst intenders versus linear TV



Source: MarketCast. Case study: *How a D2C brand used CTV to reach a non-linear intender audience.*
Campaign dates: 04/04/20 – 06/05/20



Guidance for Marketers

Considerations when implementing new measurement solutions.

1

Be open to change. Media measurement innovation is accelerating. Marketers must wrap their heads around every aspect of these new measurement technologies and techniques to better define their own KPIs for success.

2

Don't assume everyone is on-board with your measurement transformation. Not everyone is comfortable shifting to new measurement models. Educating internal and external stakeholders about new measurement techniques and deliverables is the only way to drive adoption.

3

New measurement techniques will impact advertising performance - for the good and bad. Marketers must understand how to integrate and compare new measurement results with legacy historic norms and benchmarks to be able to articulate performance.

4

Context is key. New measurement techniques need to go beyond counting eyeballs and, also answer questions about who is watching, why they are watching, and identify the impact this has on brand and buying decisions.

Q&A

Thank You!

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.