

Addressable TV Campaign Rings Up Online Sales

GOAL

A national retailer was looking to utilize TV to drive overall sales (phone and online) of their products in the NY market, with a focus on a specific holiday

TARGET

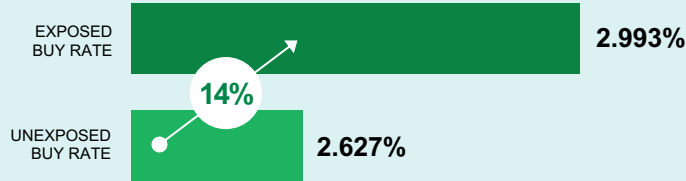
- 1st party data – current customers for the holiday
- 1st party data – have not bought in the past year for the holiday
- 1st party data – have not bought in the past three years for the holiday
- 1st party data – lookalike buyers

SOLUTION

Addressable TV: Commercials were shown to households according to target segments chosen by client.

RESULTS

Incremental Sales Lift



- 14% Incremental Lift in Sales
- 13,323 Incremental Sales



TARGETED HOUSEHOLDS

485,634



TOTAL IMPRESSIONS

2.3M

Source: NY DMA. Conversion analysis based on set-top box ad exposure matched to first party sales data. Incremental Lift = (Exposed visit rate – Unexposed visit rate)/Unexposed visit rate).