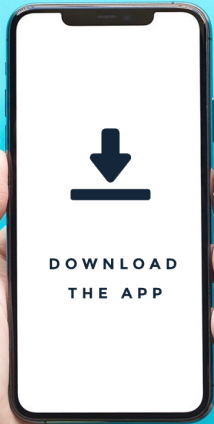


Addressable TV & Digital: App Downloads on the Rise



GOALS

A financial tech company was looking to increase downloads for their online payment app. They wanted to reach TV and Digital consumers who were small business owners.

TARGET

Households who were Small Business owners.

SOLUTION

Addressable TV: Commercials were shown to households, according to the target segment chosen by the client.

IP Targeting: Digital Ads were delivered to the same household IDs in the segment

Incremental HH App Downloads Lift

EXPOSED
ACTION
HH RATE

.903%

UNEXPOSED
ACTION
HH RATE

.750%

20%

- HHs exposed to TV AND/OR Digital delivered a 20% lift in unique HHs that downloaded the app

- There were 441 incremental app downloads directly attributable to the campaign

TARGETED HOUSEHOLDS

436,358

TV IMPRESSIONS

4.5M

DIGITAL IMPRESSIONS

2.6M