

Addressable TV is Sure Bet for Web Visitation

GOALS

An online sports betting company set a goal to increase awareness of their offering and drive consumers to their website. Their objective was to reach consumers most likely to participate in online gambling.

TARGET

Households that included Men age 21+ who were interested in gambling, including "Game Betting" and "Social Betting"

SOLUTION

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

Incremental Site Visit Lift

EXPOSED
VISIT RATE

.4039%

UNEXPOSED
VISIT RATE

.3397%

19%

• 19% Incremental Lift in Web Visits

• 212 Incremental Visits to the Site

TARGETED HOUSEHOLDS

394,075

TOTAL IMPRESSIONS

6.2M