

Addressable TV is Sure Bet for Great Results

GOALS

An online sports betting company set goals to drive new customers to their website/app, increase actions among existing customers, and gain insight into which networks, dayparts, and creatives drove the highest action rate.

TARGET

New Jersey households that included Men age 21-55 & households defined as a "current customer" (based on a list match)

SOLUTION

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

Incremental Action Lift

EXPOSED
ACTION RATE

0.4780%

UNEXPOSED
ACTION RATE

0.3996%

20%

- 20% Incremental Lift in "lower funnel" actions (FT Deposits, Re-Deposits, & Bet Placements)
- 16,195 incremental "lower funnel" actions to the website/app
- Drove \$613,398 in Gross Incremental Deposits

TARGETED HOUSEHOLDS

253,714

TOTAL IMPRESSIONS

6.9M