

Addressable TV Campaign Rings Up Online Sales

GOALS

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

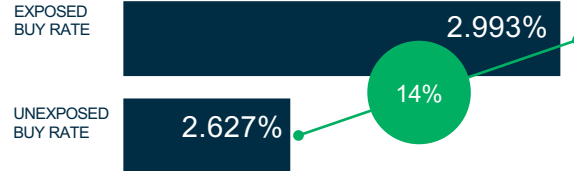
TARGET

- 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.

Incremental Sales Lift



• 14% Incremental Lift in Sales

• 13,323 Incremental Sales

TARGETED HOUSEHOLDS

485,634

TOTAL IMPRESSIONS

2.3M