Traditional TV + OTT Results in Web Visits

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A popular island destination was looking to drive traffic to its website to inform consumers about various resorts, and ultimately influence vacationers to book their own island getaway. They wanted to reach consumers via both TV and Digital ad executions.

TARGET

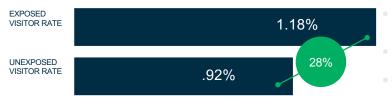
A25-54 with HH Income \$125,000+ or Travel Intenders

NOITH IOS

Traditional TV: Target segment was used to inform the linear media plan.

IP Targeting: OTT ads were delivered to the same TV household segments.

Incremental Lift in Visitors



Incremental unique HH visits to the website = 5,300

Incremental visits to the website = 11,900

All pages produced an incremental lift among Action Households

TV IMPRESSIONS

19.4M

DIGITAL IMPRESSIONS

665,834

Source: NY DMA. Targeting data source: LiveRamp. Conversion analysis based on set-top box and Digital ad exposure matched to tagged page visits. Incremental Lift = (Exposed action rate – Unexposed action rate)/Unexposed action rate.