

DATA BUILDS BRANDS

THE WHY AND HOW OF MAXIMIZING REACH IN A NEW TV WORLD



In today's New TV world, Marketers have more ways than ever to reach their audience, and more data than ever to inform their strategies. But while low-funnel, targeted advertising is incredibly tempting to marketers, research has shown that building awareness with high-reach campaign strategies is still critical for all advertisers to stay top-of-mind. But, how do advertisers build reach in a world where an abundance of choice in both content and distribution platforms continues to splinter audiences? At Effectv, we recommend six key strategies for maximizing reach, consisting of three foundational strategies, and three additional recommendations.

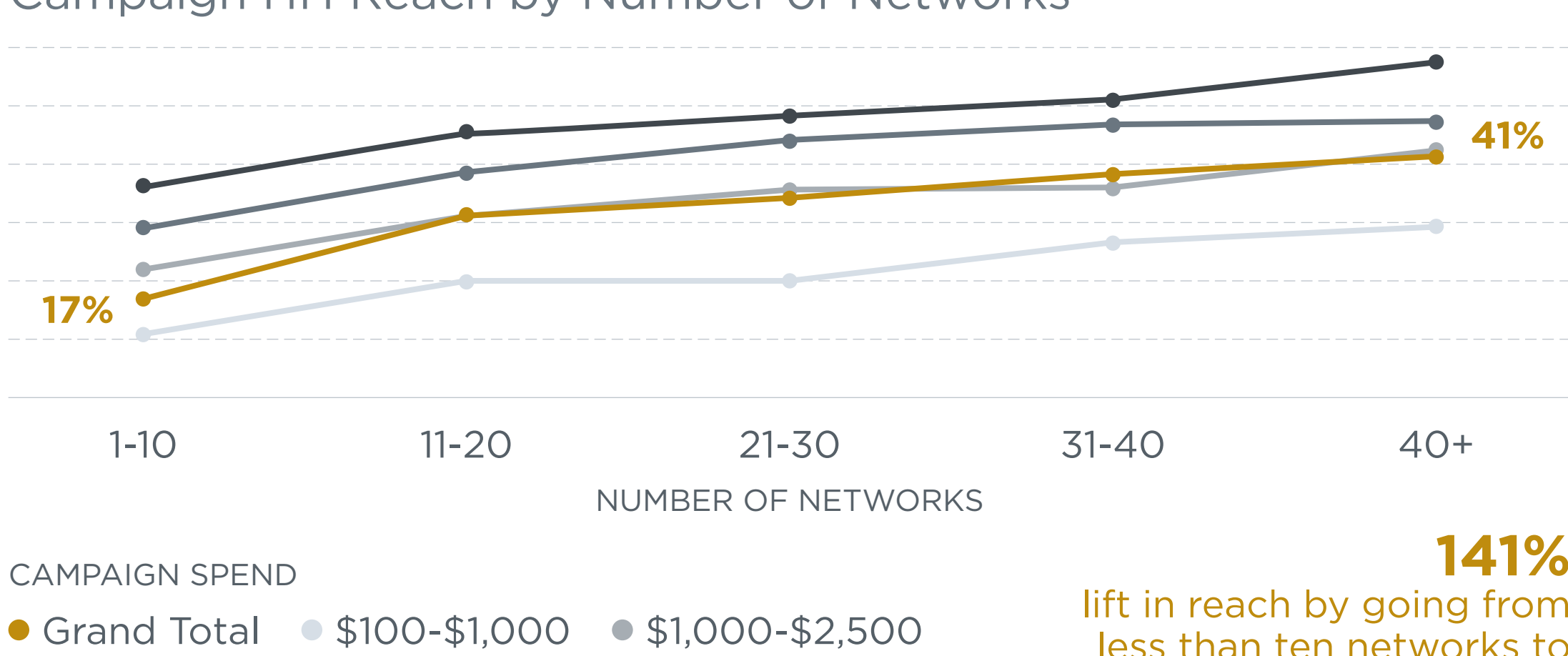
FOUNDATIONAL STRATEGIES

1 MORE NETWORKS

Increasing the number of networks in a campaign increases reach

An analysis of over 42,000 Effectv television campaigns showed that campaigns that aired across more networks (even as high as 40 different networks) delivered a reach more than double that of campaigns that aired across less than ten networks. And this was true regardless of the spend level.

Campaign HH Reach by Number of Networks¹



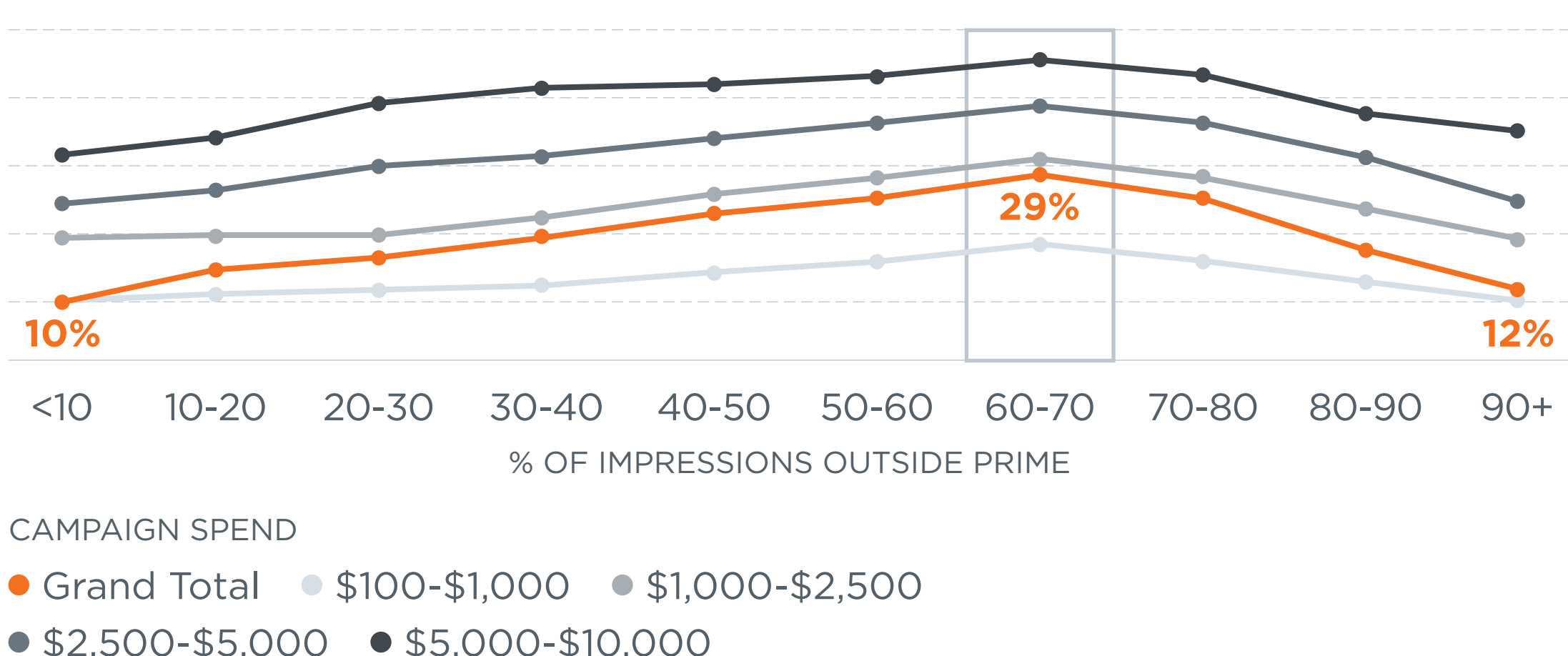
141% lift in reach by going from less than ten networks to 40+ networks

2 BROAD DAYPARTS

Achieve the highest reach by taking advantage of all dayparts

While primetime TV is a valuable buy for most advertisers, it's important to consider prime as part of a well-balanced campaign. Based on an analysis of over 42,000 campaigns, we found that campaigns that had 60%-70% of total impressions come outside of prime tended to deliver the highest reach.

Campaign HH Reach by % of Impressions Outside of Prime²



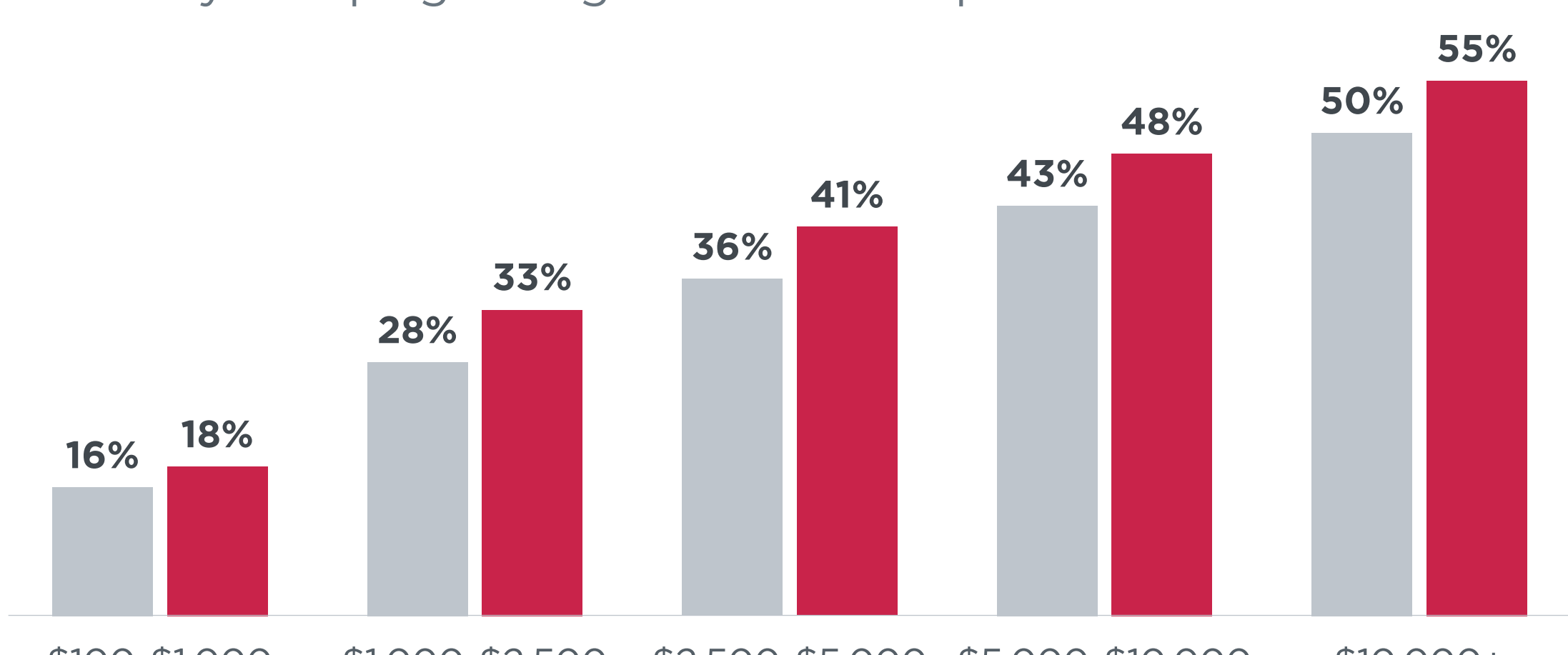
29% lift in reach for campaigns with 60-70% of impressions outside of prime

3 LONG FLIGHTS

With similar investments, 90-day campaigns consistently deliver higher reach than 30-day campaigns

Across an analysis of nearly 10,000 campaigns, regardless of spend levels, 90-day campaigns consistently achieved a higher household reach than 30 day campaigns; this was true even for the smallest campaigns, where less than \$1000 was spent.

Reach by Campaign Length for Similar Spend Amounts²

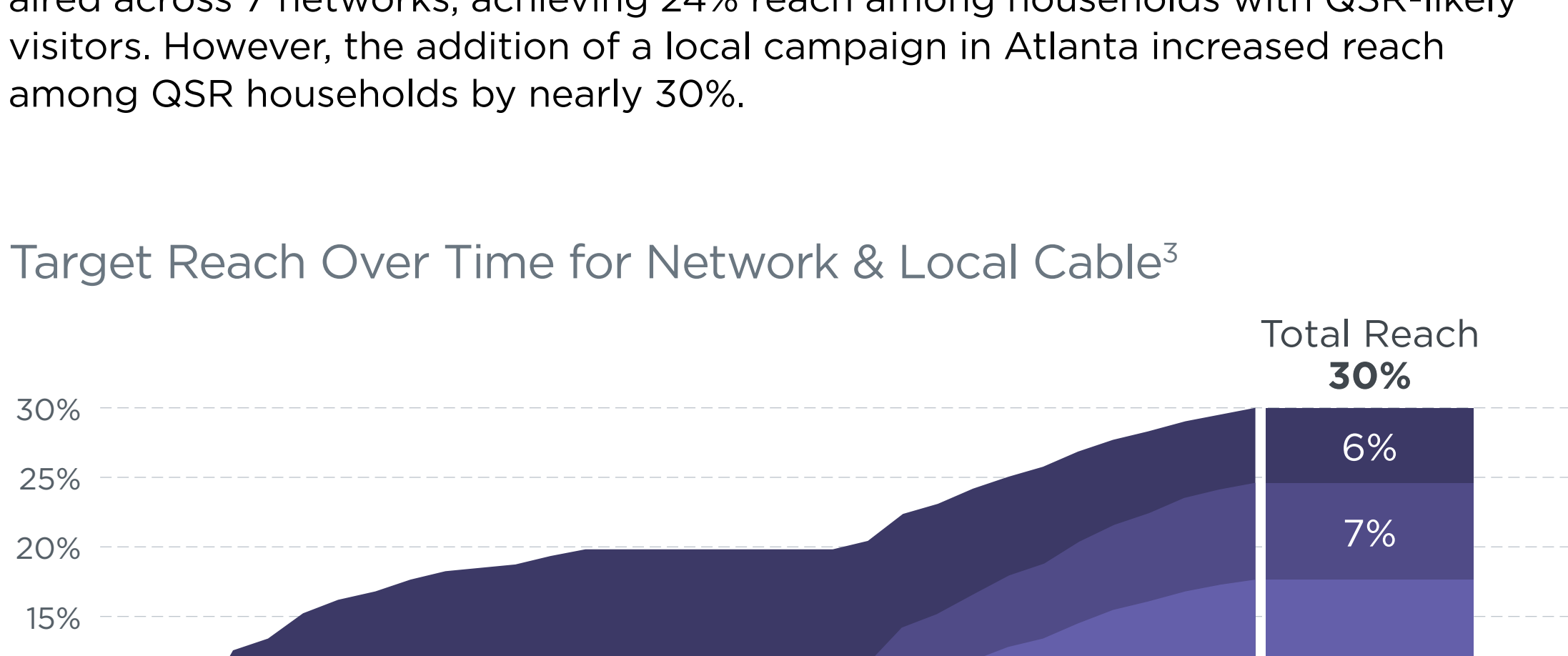


4 LAYERED GEO-TARGETING

Focusing on the areas that matter most to drive incremental reach

Local market-based TV can act as a powerful enhancement to broad-reach national network campaigns. In this example, a national quick service restaurant campaign aired across 7 networks, achieving 24% reach among households with QSR-likely visitors. However, the addition of a local campaign in Atlanta increased reach among QSR households by nearly 30%.

Target Reach Over Time for Network & Local Cable³

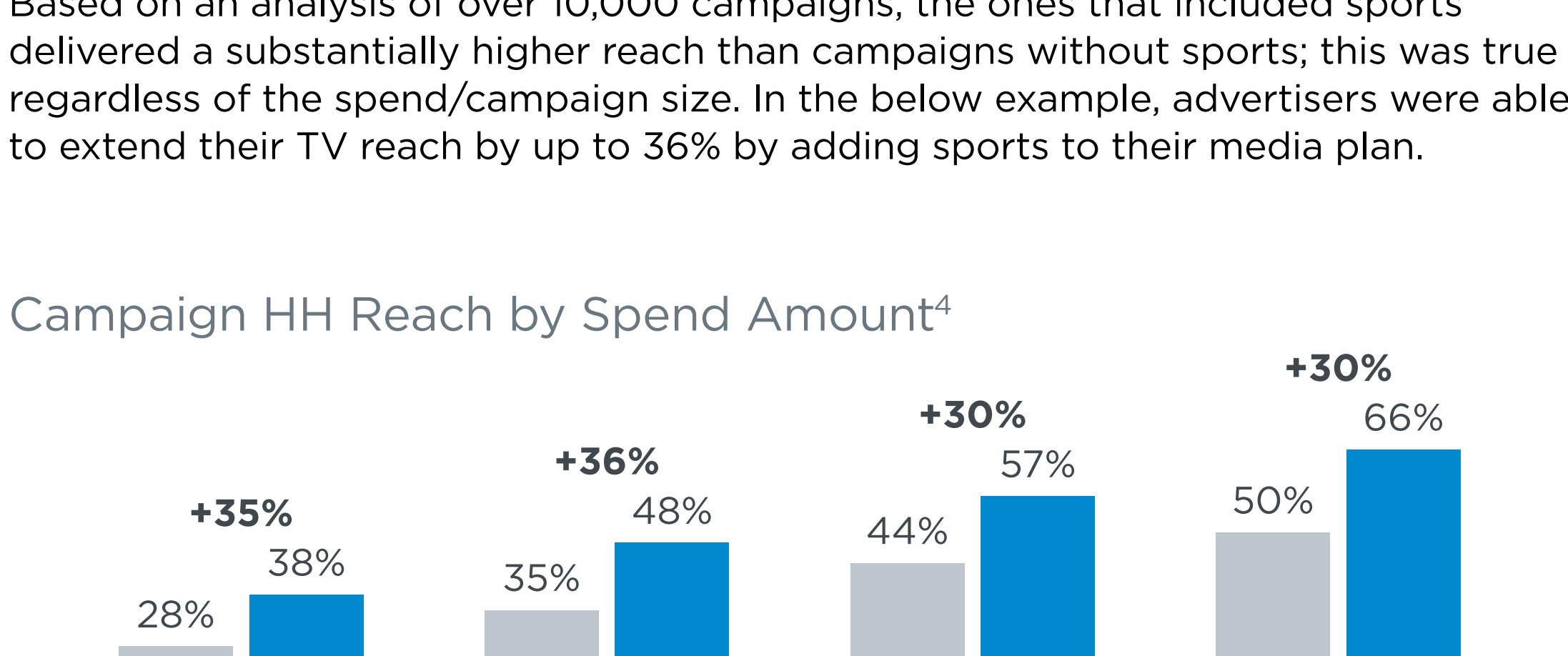


5 HIGH VALUE PROGRAMMING

Campaigns that incorporate sports deliver higher reach than campaigns with no sports

Based on an analysis of over 10,000 campaigns, the ones that included sports delivered a substantially higher reach than campaigns without sports; this was true regardless of the spend/campaign size. In the below example, advertisers were able to extend their TV reach by up to 36% by adding sports to their media plan.

Campaign HH Reach by Spend Amount⁴



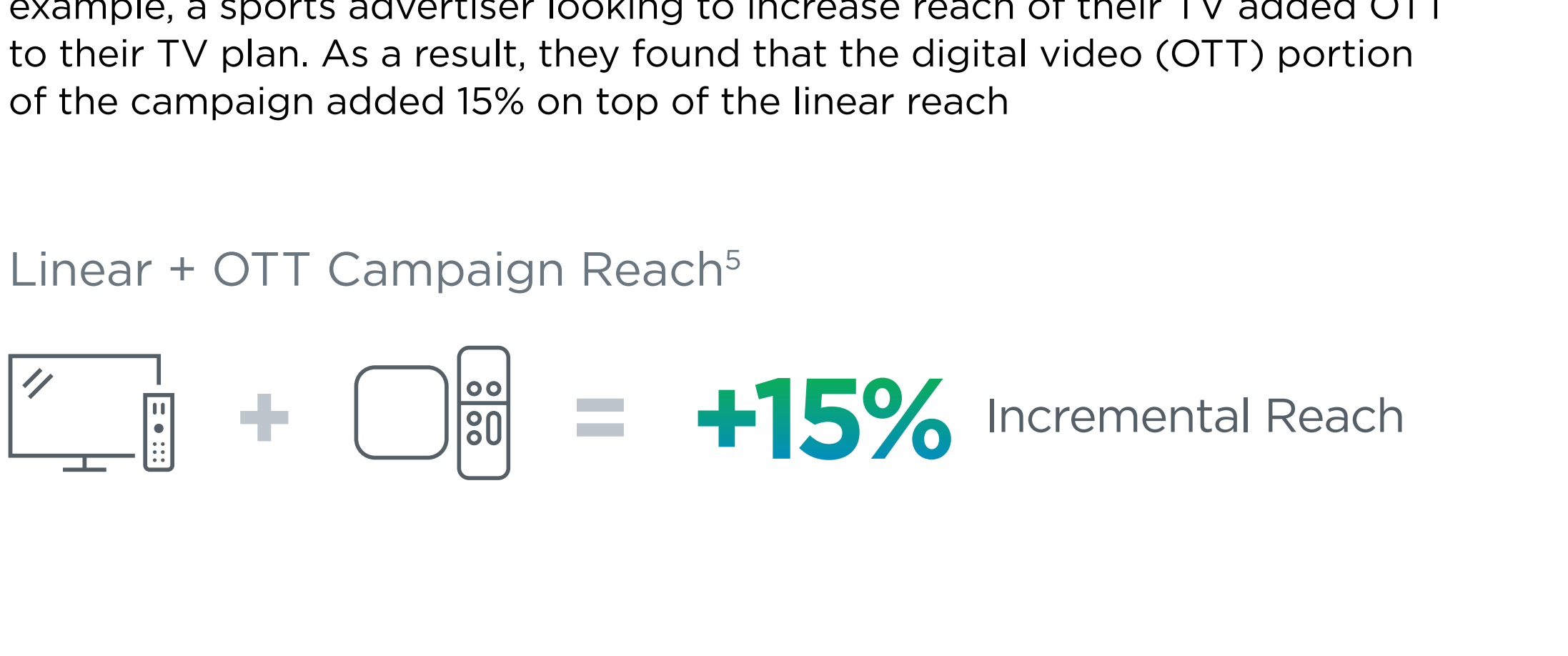
+36% lift in reach for campaigns including sports

6 OVER-THE-TOP

Brands can reach hard-to-find audiences by using OTT as a complement to TV

Just as viewers use OTT as a complement to traditional TV, advertisers benefit from using OTT to provide incremental reach to linear campaigns. In this example, a sports advertiser looking to increase reach of their TV added OTT to their TV plan. As a result, they found that the digital video (OTT) portion of the campaign added 15% on top of the linear reach

Linear + OTT Campaign Reach⁵



Today's advertisers face many options when it comes to media choices, but TV will always be an effective tool for reach.

To learn more about Effectv, visit effectv.com.



Sources: 1. Comcast Ad Exposure Data (2Q 2019 across all markets). 2. Comcast Ad Exposure Data (2Q 2019 across all markets). 3. Comcast Ad Exposure Data (2Q 2019). 4. Comcast Ad Exposure Data (Analysis of Nov-Dec 2019 campaigns). 5. Freewheel Campaign Analysis: Reach and Impressions Share for actual campaign of Sports Team. Household Reach Share not unique among devices.