

Maximizing incremental reach (CPG)

Combining CTV with OLV helps drive incremental reach for leading CPG brand

Objective

A CPG company wanted to learn which campaign tactic would deliver higher incremental reach: Connected TV (CTV) alone, or CTV plus OLV (online video). They looked to Samsung Ads CTV and audience extension solutions to drive their discovery.

Solution

Samsung Ads harnessed the power of our platform to test two brands at similar levels of linear and digital video investment across a four-week period. Using insights from our ACR data, the industry's largest TV data set, and subject to our privacy policy and consumer choices, we were able to identify and target individual households unexposed to the brands' linear TV ads. Brand A used Connected TV only; Brand B used both Connected TV and OLV.

Result

Brand A (CTV only): Incremental reach plateaued four weeks into the campaign due to saturation among the AVOD audience with a low frequency cap.

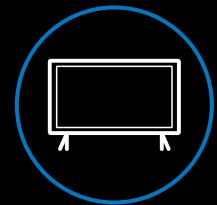
Brand B (CTV + OLV): Incremental reach continued growing across the flight, ending with nearly 27% higher incremental reach than Brand A. Samsung Ads successfully found unexposed viewers within the brand's target audience beyond AVOD.

Source: Samsung Consumer Electronics Proprietary Business Intelligence, June 2020. The A/B advertisers were the same brand within the same product category.



Key learning

When running a low frequency cap over a flight four weeks or longer, brand should target the entire household by combining CTV with OLV to maximize incremental reach



+26.7%

Additional incremental reach achieved by combining CTV & OLV

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