

SCENARIO

OBJECTIVE

Brand: Regional D2C Replacement Windows (13 major markets)
Medium: Connected TV (Large Format)
Media Spend: \$41,500
Target Audience:

- HHI = \$125k+
- Homeowner
- *Excludes:* Households built within the last 5 years

Target GEO: Columbus, OH DMA
Days in Flight: 48
Season: Spring

- 1 Reach the 28% of their target market that are not addressable by linear TV (Cord-Cutters)
- 2 Leverage TriAD CTV to increase measurable lead counts while reducing cost per lead

RESULTS

CTV drove a **300%** increase in measurable leads generated, as compared to Traditional TV buy.

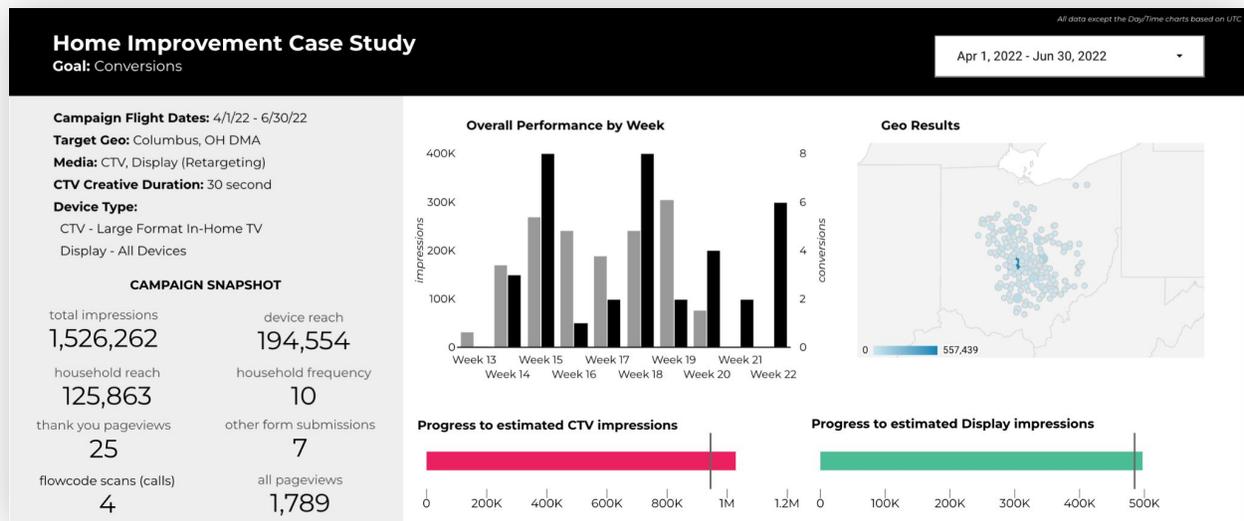
CTV represented **68%** cost per lead reduction, as compared to Traditional TV buy.

36

MEASURABLE LEADS

72

TOTAL ESTIMATED* LEADS



EXPLORE REPORTING →



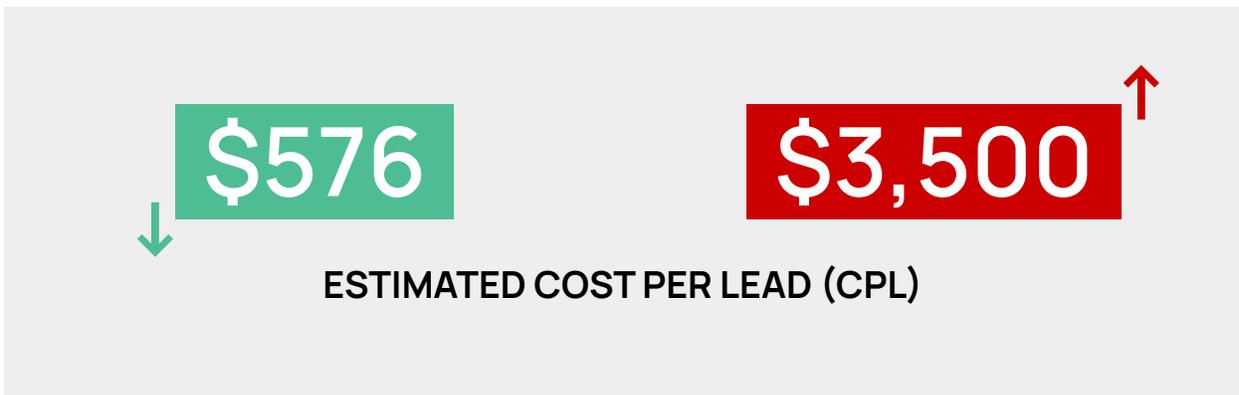
BY THE NUMBERS



Traditional TV

36 Measurable leads generated	12
	4 // QR scan to call	
	7 // Landing page form fills	
	25 // Main website form fills	

0.75 Average leads per day	0.25
5.25 Average leads per week	1.75



*** CTV MEASUREMENT NOTE**

Safari and Firefox comprise 40% of total web traffic. On both of those browsers, third-party cookies are disabled by default which means that if they visit and/or make a conversion action on your website(s) these actions would not be tracked and reported.

We estimate that for your target audience 50%+ of the traffic and actions taken on your websites are not reported. Just like Traditional TV—CTV (as a medium) still has many holes when it comes to tracking/measurement and other mediums like paid search, social media website retargeting, display website retargeting often receive the credit for leads that came as a result of watching a CTV commercial. We encourage doing controlled A/B test of CTV vs Traditional TV (same spend, market, timeframe but not run together during the same time period).