

Anheuser-Busch Benefits From 45% Decrease In Cost Per Unique Reach With Innovid's CTV Insights



88%
UNIQUE
HOUSEHOLD
REACH



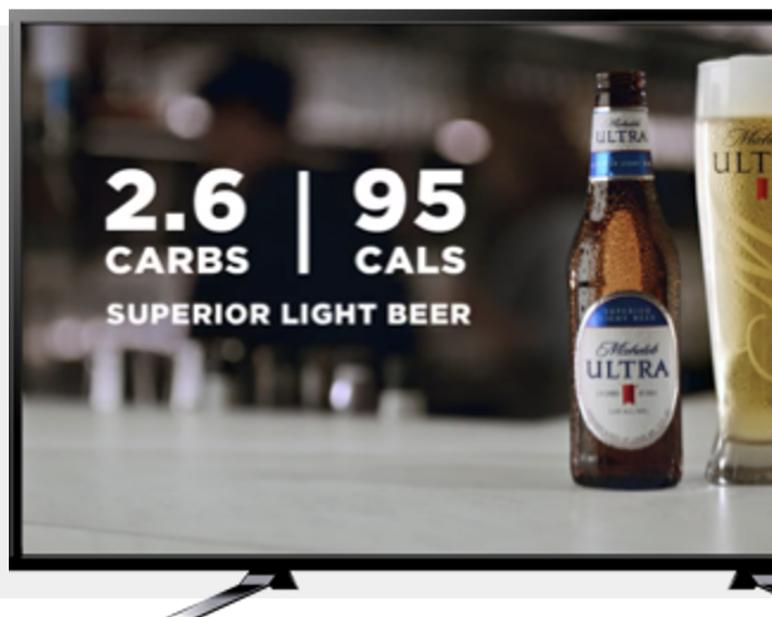
45%
DECREASED
AVERAGE COST PER
UNIQUE REACH

GOAL

The ability to accurately report connected TV (CTV) household impression delivery, reach and frequency is imperative for marketers, but this is just the first step. In order to take full advantage of the CTV opportunity, marketers are looking for solutions to make data-backed optimizations during live campaigns. Anheuser-Busch wanted to do just that - find a solution that allowed them to go beyond standard impression insights and validate their planned reach and frequency, while also improving their overall cost efficiency across CTV publishers.

Specifically, Anheuser-Busch needed a reporting solution that provided them with the following insights:

- ✓ Publisher level analysis within programmatic buys
- ✓ In-flight frequency monitoring and reach analysis
- ✓ Cost-efficiency insights to make in-flight and future media campaign planning optimizations.



APPROACH

In coordination with The Trade Desk, Anheuser-Busch ran a programmatic campaign for Michelob Ultra across twenty-six CTV publishers, utilizing Innovid as their primary ad serving and advanced measurement provider.

OPTIMIZATIONS

Throughout the campaign, Innovid's CTV Insights solution provided Anheuser-Busch with unbiased reporting which allowed them to make sophisticated campaign reach, frequency, and media cost-efficiency optimizations.

Anheuser-Busch specifically evaluated success on the following:

- ✓ **Validation:** Using the insights, they were able to collaborate with The Trade Desk and CTV publishers to adhere to their planned household reach and frequency goal.
- ✓ **Efficiency:** From a cost perspective (CPM), Anheuser-Busch gained visibility into which CTV publishers provided the most effective total and unique reach.

“Consumer behaviors have rapidly changed over the last year and we needed to adapt our media plans to their new consumption patterns. By leveraging Innovid’s measurement solutions, we can make real-time decisions on connected TV. This allows us to find an optimal media mix for reach, decrease the number of unexposed high-valued consumers, and ultimately discover publishers who allow us to increase our unique reach.”

Jackie Northacker, Digital Media Manager

RESULTS

Innovid's CTV Insights solution enabled Anheuser-Busch to manage frequency, drive unique reach, and reduce cost inefficiencies across their programmatic buy in-flight resulting in:



88%

**UNIQUE
HOUSEHOLD
REACH¹**



2

**AVERAGE
HOUSEHOLD
FREQUENCY**



45%

**DECREASED
AVERAGE COST PER
UNIQUE REACH³**

¹ Unique Household Reach: Total number of households reached by a Publisher in which no other CTV publisher reached

² Unique Reach Efficiency: A publisher's overall effectiveness in reaching unique households against the impressions delivered

³ Cost Per Unique Reach: The cost per 1,000 unique households.

RECOMMENDATIONS

Advertisers looking to learn from Anheuser-Busch’s success should use Innovid’s CTV Insights solution to make reach and frequency optimizations across their entire CTV buy on a weekly cadence. However, the value of the insights shouldn’t end once the campaign does, advertisers can and should use what they learned to develop strategic benchmarks for future campaigns.

KEY THINGS TO FOCUS ON WHEN OPTIMIZING CONNECTED TV

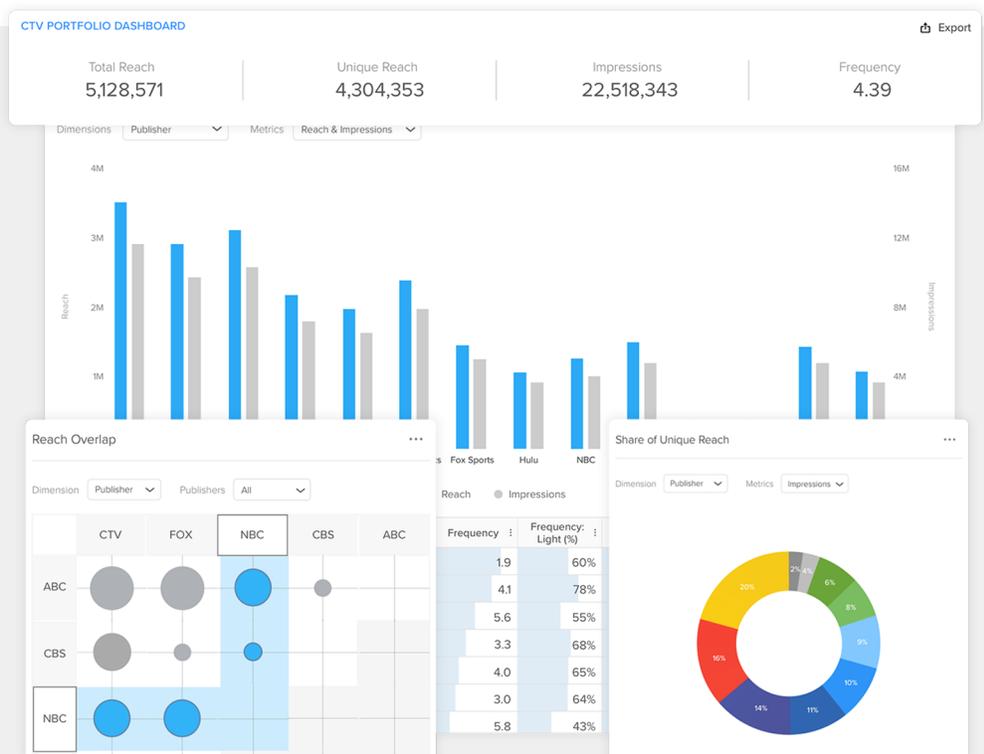
- ✓ **Frequency:** Advertisers should utilize measurement providers that validate programmatic planned vs. delivered impressions weekly at the individual publisher as well as aggregated across the entire campaign. Armed with this data, advertisers ensure their partners are adhering to their pre-negotiated frequency caps in-flight and in-aggregate across the entire campaign.
- ✓ **Reach:** Evaluate household reach metrics to drive incremental reach for your overall campaign or at the individual publisher level. When in-flight, advertisers should track week-over-week unique reach at the publisher level and reallocate budgets toward top-performing publishers. Advertisers can also leverage these insights as benchmarks for future campaign planning.

INTERESTED IN LEARNING MORE?

Whether it's driving incremental reach performance or re-allocating budgets to rev up ROAS, Innovid's CTV Insights solution tracks over 40 metrics to help your team analyze household reach and frequency.

Ready to give CTV Insights a try?

Reach out to your dedicated Innovid representative to get the conversation started.



*Data shown is for demo purposes only and is not related to this campaign