

# A MARKETER'S GUIDE TO THE FUTURE OF CTV MEASUREMENT

Understanding the full-funnel impact  
of your CTV investments.

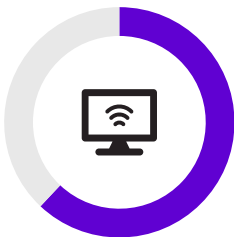


**yahoo!**

# THE GREAT CTV SHIFT: MORE THAN HALF OF TODAY'S AUDIENCES ARE STREAMING



**The challenges facing legacy CTV measurement tools have been years in the making, as people have shifted to streaming.**



**62%**

Of adults subscribe to a streaming service.<sup>1</sup>

**More screens and platforms mean more metrics.**



Most streaming services have their own proprietary methods of measurement.

**5**

Average number of streaming services used by consumers.<sup>2</sup>

<sup>1</sup> Morning Consult, 14-17 May 2020, "[National Tracking Poll](#)."

<sup>2</sup> Publicis Media and Verizon Media, April 2021, "[Capitalizing on the CTV Opportunity](#)."

# IS IT TIME TO MOVE BEYOND ONE FORM OF MEASUREMENT?



**TV currency is under pressure due to increased scrutiny of the traditional panel method used to model TV ratings. From panel size to makeup to methodology, the industry is rethinking how to measure TV viewership.**

Inconsistent measurement is the biggest challenge facing connected TV advertisers.



**57%**

Of advertisers say inconsistent measurement is the greatest CTV challenge.<sup>3</sup>



**48%**

Of advertisers demand increased transparency, and more than half ask for standardized video metrics that demonstrate ROI across screens.<sup>4</sup>

## GLOSSARY

### TV CURRENCY

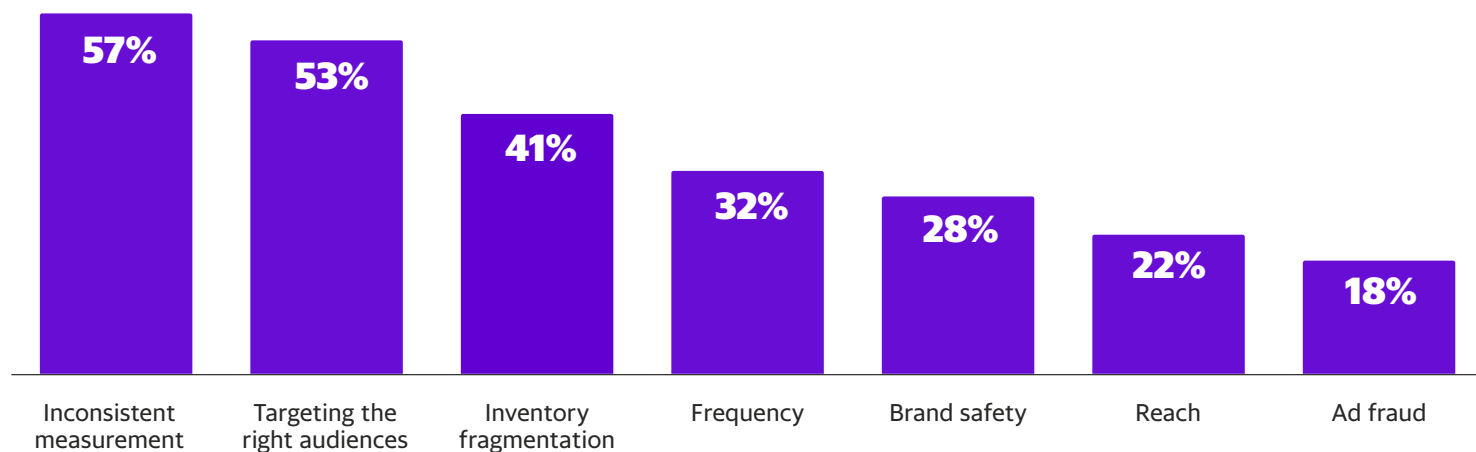
A mutually understood media value between sellers and buyers.

### PANEL-BASED MEASUREMENT

A sample, typically sourced to be representative of the population for which it is measuring, is monitored to inform observations that may be modeled to inform expected behaviors of the population.

## Top challenges of CTV advertising according to U.S. brand marketers and agency executives<sup>4</sup>

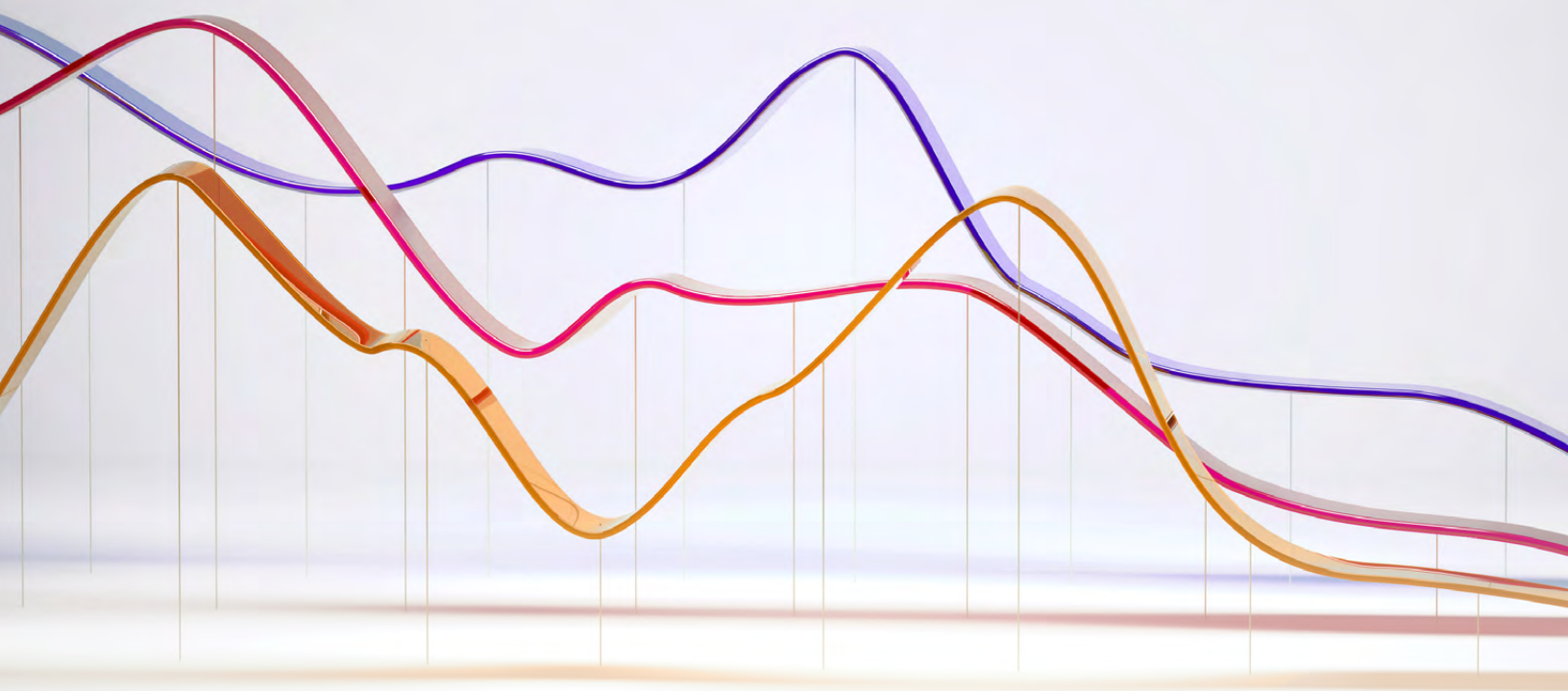
% of respondents



<sup>3</sup> Verna, Paul, 19 Aug. 2021. "TV ad measurement 2021," eMarketer.com, April 2021.

<sup>4</sup> Ibid.





# 3 SOLUTIONS TO BETTER UNDERSTAND CTV PERFORMANCE

## SOLUTION #1

### Get a comprehensive view of your linear and digital TV buys.

Our suite of CTV planning, activation, and measurement tools, from the Cross-Screen Planner to the Unified TV Report, enables brands to understand their incremental reach using several dimensions of their buys, including by publisher, network, audiences, and other criteria. And they enable their preferred measurement partner(s) to verify these impacts.

#### USE CASE

A leading CPG brand wanted to drive incremental reach beyond linear TV. They used VIZIO Inscope TV exposure data to suppress audiences reached through linear TV campaigns, then used the Unified TV Report to compare its new strategy vs. its existing CTV targeting strategy. The result:

 **75%**

Of households reached on CTV were incremental to linear TV.<sup>5</sup>

#### GLOSSARY

#### INCREMENTALITY

A measure — reach, lift, sales, and others — of business results due to a marketing tactic or set of marketing tactics that wouldn't have otherwise occurred.

## SOLUTION #2

### Follow the user journey across screens with CTV identity resolution for planning at either the household or user level.



Forecast and measure ad frequency at both the household and user level.



Retarget people reached on CTV across their other devices to drive them down the sales funnel.



## SOLUTION #3

### Link CTV ad exposure to purchase data.



Integrations with trusted data providers like Catalina, NCSolutions and more power the Yahoo In-Flight Sales Analysis for CTV and other omnichannel campaigns, enabling marketers to connect the dots between online ads and offline sales.



Analyze and optimize for near real-time campaign performance toward the tactics and publishers driving the best business outcomes.



# DRIVE PERFORMANCE WITH ACTIONABLE INSIGHTS

New, robust insights pave the way for TV advertisers to measure and manage ROI better, providing more granular data on the impact of digital ad exposure across closed-loop sales lift and brand awareness.

## RICHER INSIGHTS INCLUDE:



Cost efficiencies



On-target reach across linear and digital channels



Optimal reach/frequency analysis



Cross-screen engagement



CTV and mobile app install



Conversion rates on verified purchases

## USE CASES:



A national electronics brand partnered with Yahoo DSP and VideoAmp to drive and measure incremental reach.

Outcomes included:

**\$4.7m**

In cost savings.<sup>6</sup>

**77%**

On-target CTV reach for 18-49-year-olds.<sup>7</sup>



A household CPG brand recently used in-flight sales analysis to measure sales lift versus benchmarks from CTV campaigns. Results included:

**2.5X**

Higher conversion rate vs. benchmarks.<sup>8</sup>

**19%**

Average frequency of ad exposure.<sup>9</sup>



An online university was able to identify which publishers drove the most incremental reach and allocate TV budgets toward those publishers. The university saw a:

**41%**

Lift in search queries.<sup>10</sup>

# BUILDING CTV FOR 2022 AND BEYOND

The CTV ecosystem is scattered across TV manufacturers, networks, streaming services, MVPDs and aggregators.

It'll take strong partnerships across the CTV landscape to achieve holistic and trustworthy measurement, opening the door to transparency and flexibility.

## Yahoo measures up

Our comprehensive offering of CTV measurement partners and solutions helps advertisers optimize their TV investment.

### 1P ACR data + measurement:

Gain exclusive DSP access to VIZIO Inscape Automated Content Recognition (ACR) data to plan, activate and measure campaigns, including tune-in conversions.

**19M+** Opt-in devices.<sup>11</sup> **20%** Of smart TVs sold.<sup>12</sup>

### Independent partners include:

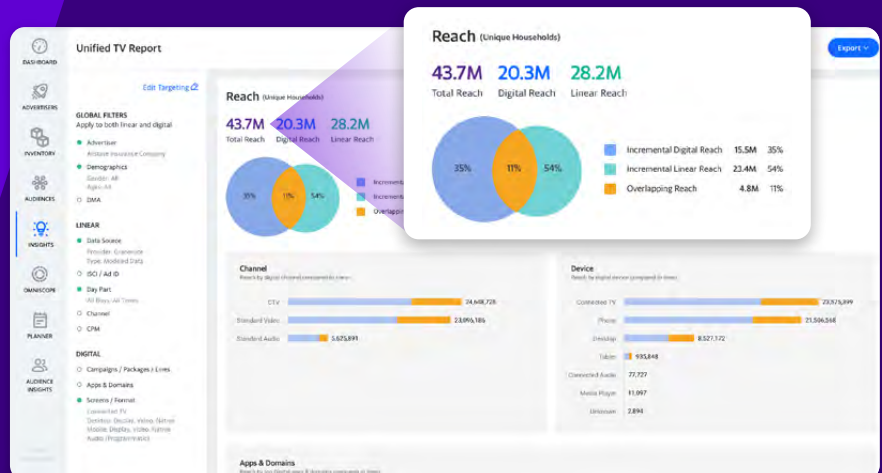


## The Yahoo Unified TV Report

Combining trusted partner ACR data with Yahoo ConnectID to understand:

- Cross-channel reach and frequency
- Incremental vs. overlapping reach to linear
- GRP and cost per households metrics
- Publisher, Deal, App-level insights
- Powered by VIZIO's ACR footprint

Provided at no additional cost.



<sup>11</sup> VIZIO, Internal data, 2021.

<sup>12</sup> Omdia, Internal data, 2013-2020.

## Let's talk measurement

You can't measure success if you don't know who you're measuring. Reach out today to learn more.

Let's connect

