

**We Want our
Advanced TV:
Testing the
Signal-to-Noise
Ratio**



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SETTING THE STAGE FOR ADVANCED TV TESTING



Understand Target Audience

- Historical Linear Performance Data
- 3rd and/or 1st Party Data Segmentation



Establish Primary Metric Of Success

- Ensure efforts are complementary
- Align tactics with core KPIs



Activate, Monitor, Optimize, Repeat

- Establish clear testing guardrail parameters
- Optimize in-flight to top performers



Deliver Integrated Video Reporting

- Attribute consumer actions in one system
- De-duplicate performance results

CASE STUDY:

Transitioning from legacy Linear TV to a balanced performance video strategy

CATEGORY:
INSURANCE/WARRANTY

1

Objective

Reach an incremental audience for new policy generation, while maintaining or improving historical Linear TV Cost Per Sale

2

Approach

Leverage Linear TV performance results and audience data segmentation to identify digital entities with strong audience penetration and historical response rate trends

3

Results

Cost Per Sale benchmarks were exceeded by 65% with significant lift in web response attributed to the inclusion of streaming



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QUESTIONS?

Reach out to the LWD Team!