

4Screen Converged Measurement Report

Client example for a
national CPG brand

Introducing the industry's-first converged measurement report

Amobee 4Screen audience learnings

Amobee 4Screen is the first measurement report that allows you to deduplicate reach and frequency across TV, CTV, desktop and mobile.

- Measure the overlap between TV, CTV, desktop and mobile.
- Understand the consumer experience of your campaign across four screens.
- Inform future buying and optimization strategies.

With this white label report, we've taken a national CPG brand's 4Screen campaign analysis to show how a powerful converged measurement tool works.



4Screen Report:

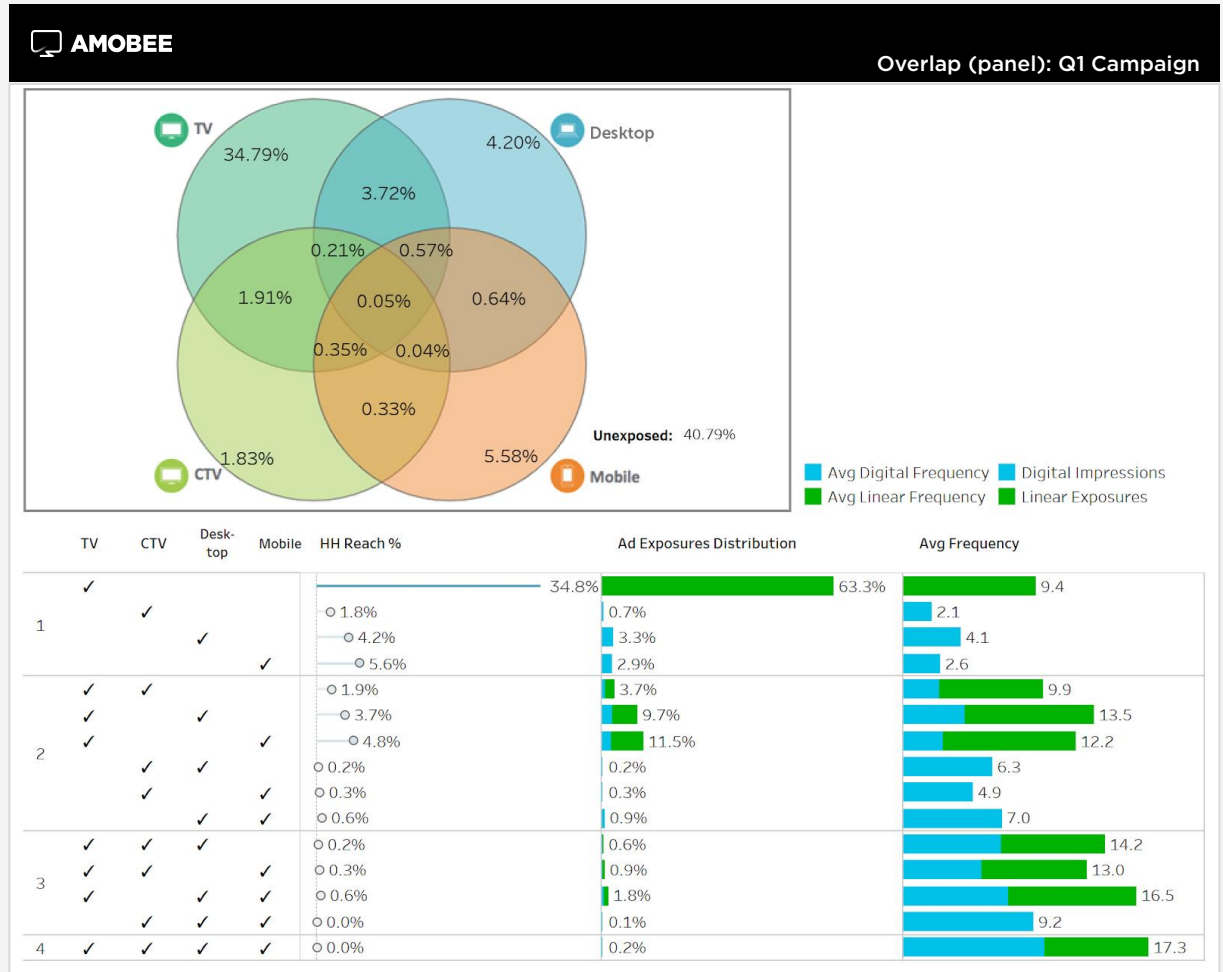
Consumers' experience across screens

Analysis:

- 59% of households in the panel where messaged.
- 35% reached by TV-only.
- Greatest overlap across TV and mobile (4.8%).

Takeaway:

TV is the primary reach driver and the primary frequency driver. The mobile portion of the campaign appears to have a higher reach as well as better frequency control than desktop.



4Screen Report:

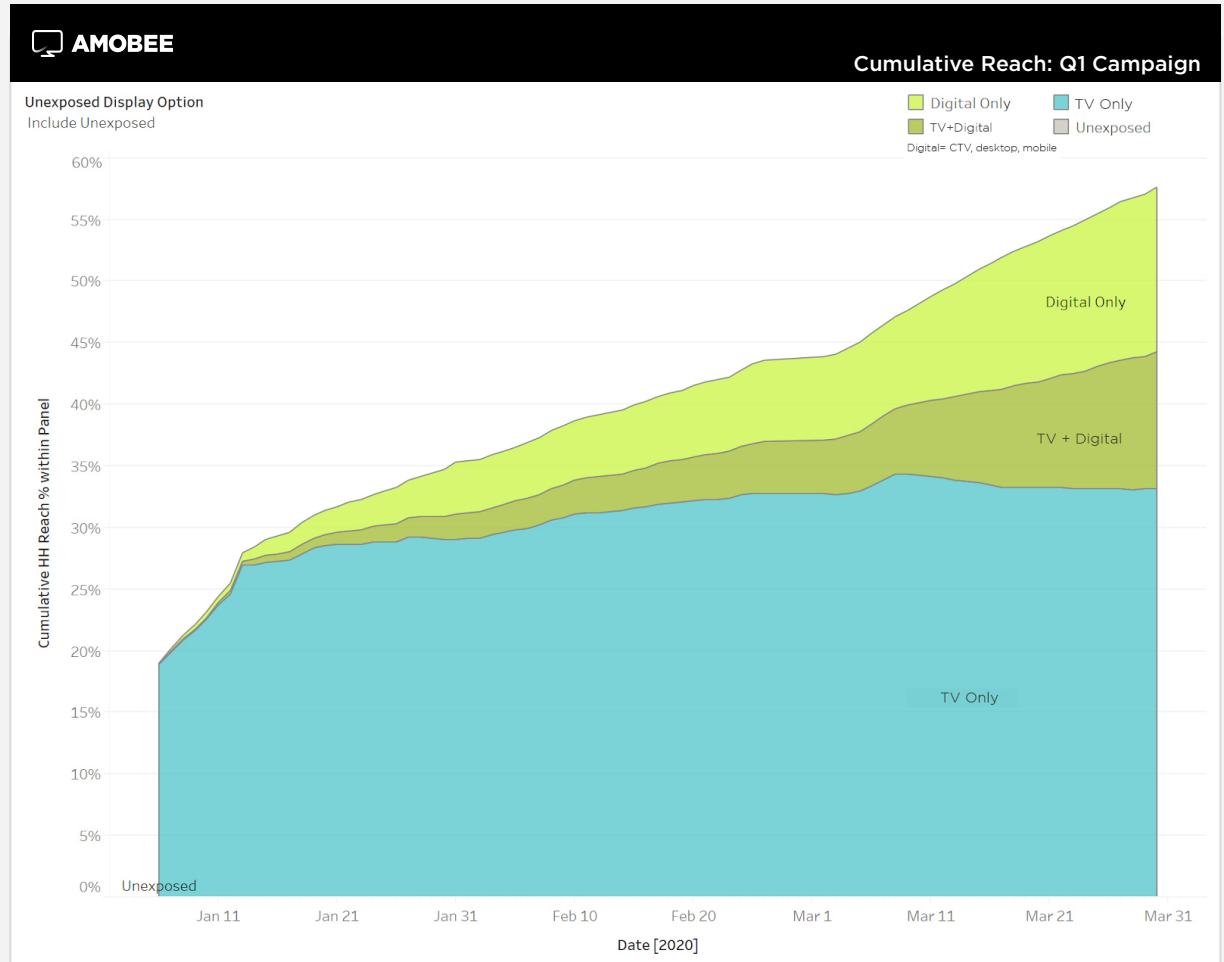
Reach efficiency by channel over time

Analysis:

- TV-only reach tapered off at 34% by the second week.
- Digital-only reach accelerated throughout the campaign.

Takeaway:

TV campaigns achieve the majority of their reach quickly, while digital ads achieve incremental reach over time. By using TV-aware planning, you can more effectively maximize total reach.



4Screen Report:

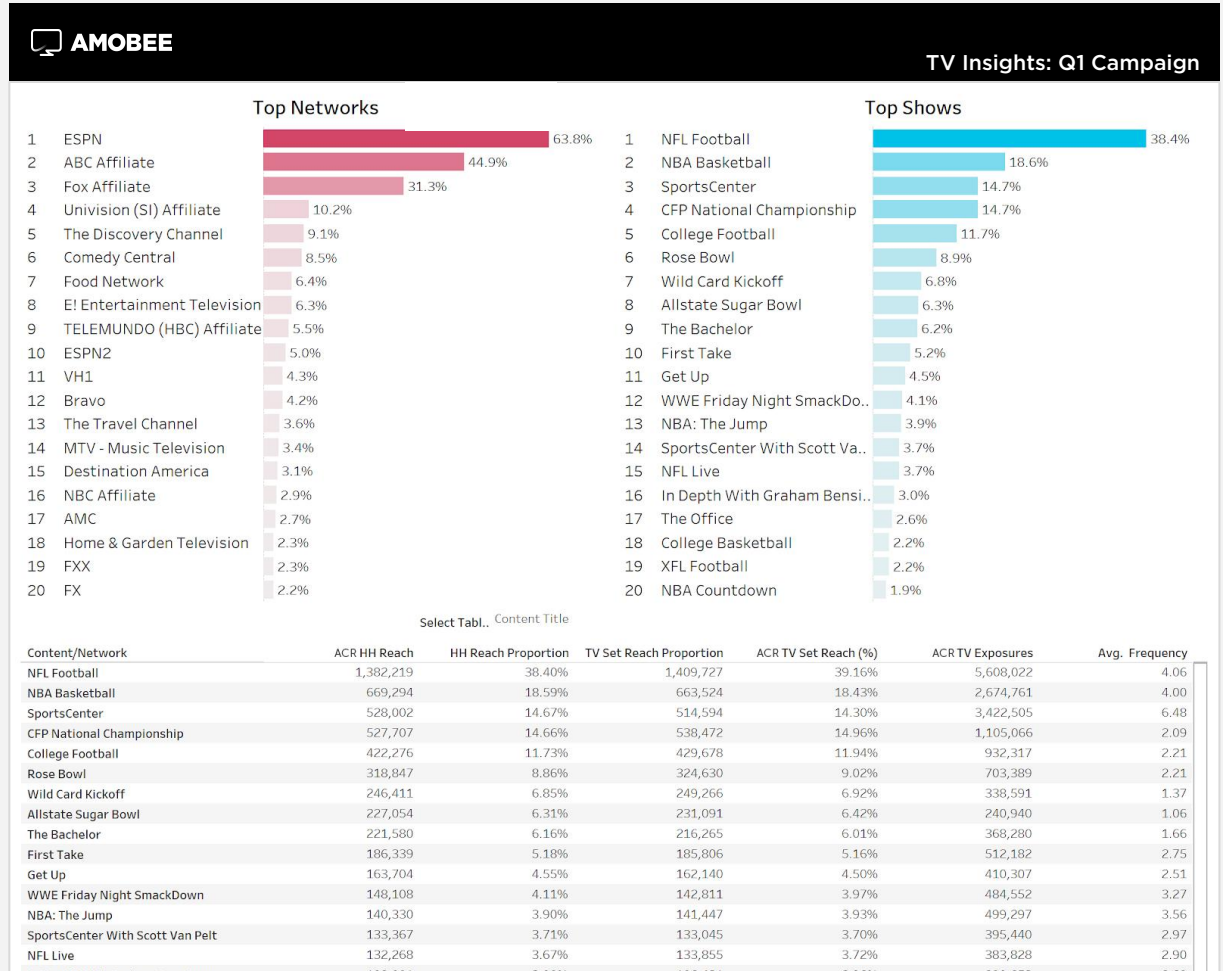
Campaign TV delivery by partner

Analysis:

- Top TV Networks ESPN, ABC Affiliate, and Fox Affiliate.
- Top shows centered around sports, particularly the NFL and NBA (i.e. SuperBowl).

Takeaway:

Sports Center had the highest frequency, followed by professional sporting events (NFL, NBA).



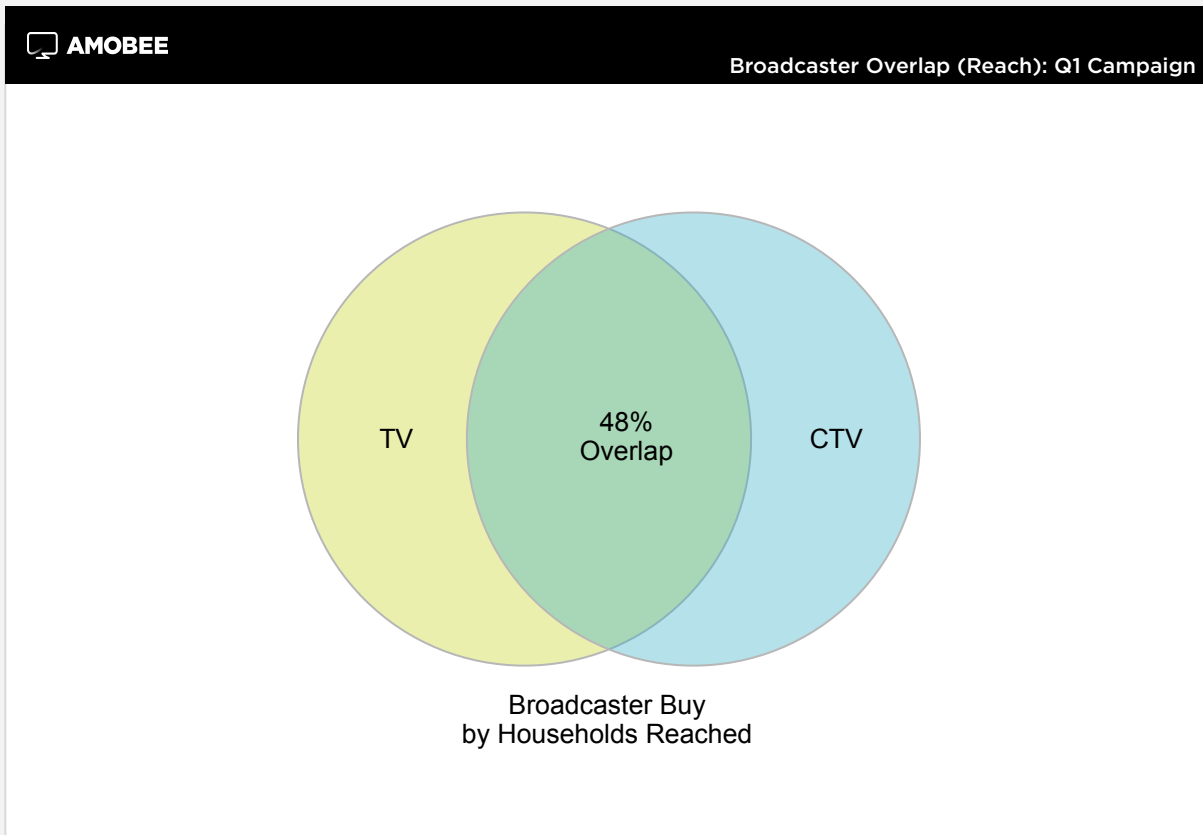
4Screen Report: Campaign total TV and CTV overlap

Analysis:

- 48% campaign overlap of households with TV and CTV across the entire broadcaster spend.

Takeaway:

A large percentage of TV-watching households are also available for CTV. Better informed planning starts with understanding specifically where the overlap takes place.



4Screen Report:

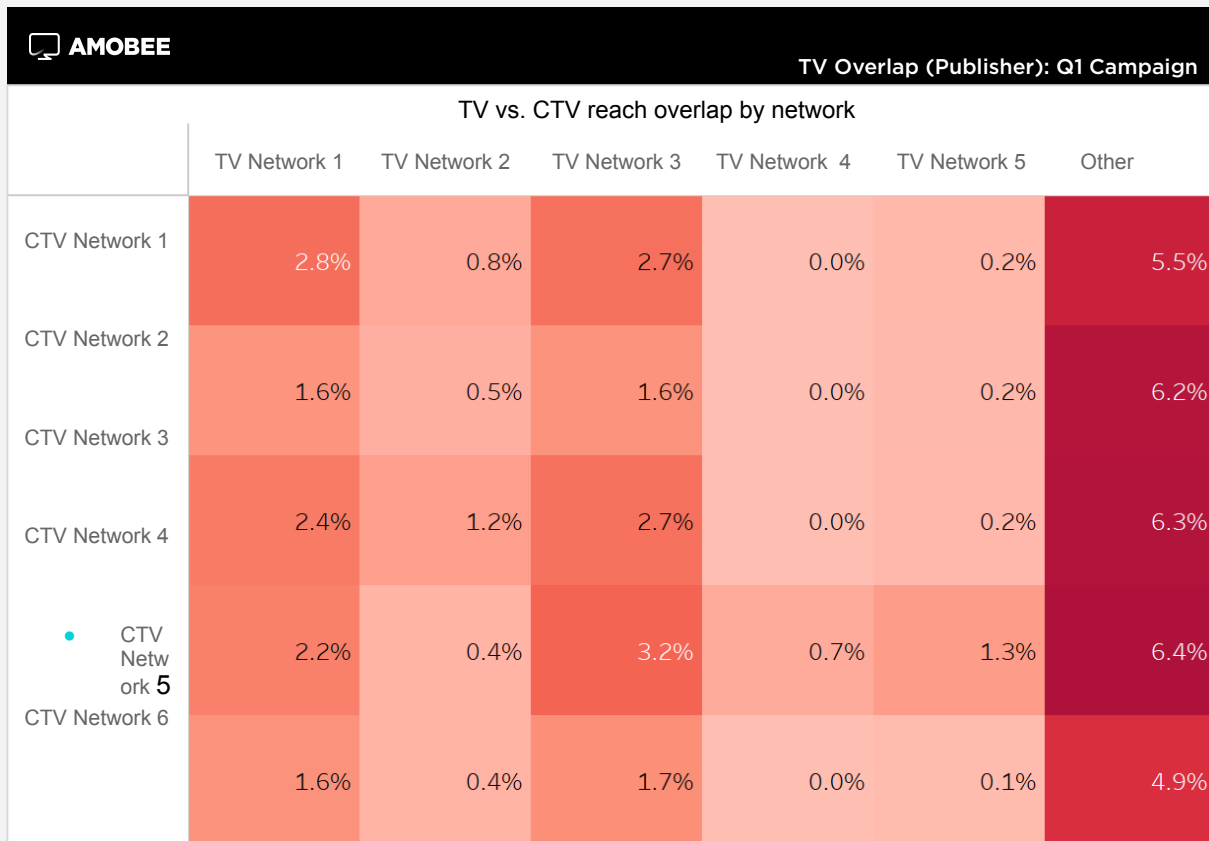
Broadcaster direct TV and CTV Overlap

Analysis:

- Overlap is often less than 5% between a broadcaster's CTV and TV.

Takeaway:

Buying CTV from your broadcaster is an excellent way to get incremental reach within that broadcaster in the highly valued big-screen environment.



Thank you!

Amobee 4Screen Converged Measurement Report

- Successfully measure across channels.
- Activate media with greater precision than ever before.
- Bring next-generation converged planning to all your campaigns.

About Amobee

Recognized as a Leader in the Forrester New Wave™: Cross-Channel Video Advertising Platforms report, Amobee provides clients with solutions that drive results in any format across any screen to better reach desired audiences and achieve optimum business results.

Get in touch with one of our analysts today to find out how 4Screen reporting can help you overcome the challenge of fragmented measurement at Solutions@Amobee.com.

