

A PRACTICAL GUIDE TO

TV-DIGITAL

CONFERENCE

ADWEEK BRANDED

AMOBEE

THE YEAR OF CONVERGENCE IS FINALLY HERE

The advertising industry has been getting the same message for years: This is the year linear TV will converge with digital. This is the year we finally bring digital targeting to our TV buys. This is the year we deliver measurable cross-platform campaigns.

Well guess what? This is the year of true TV-digital convergence. Really.

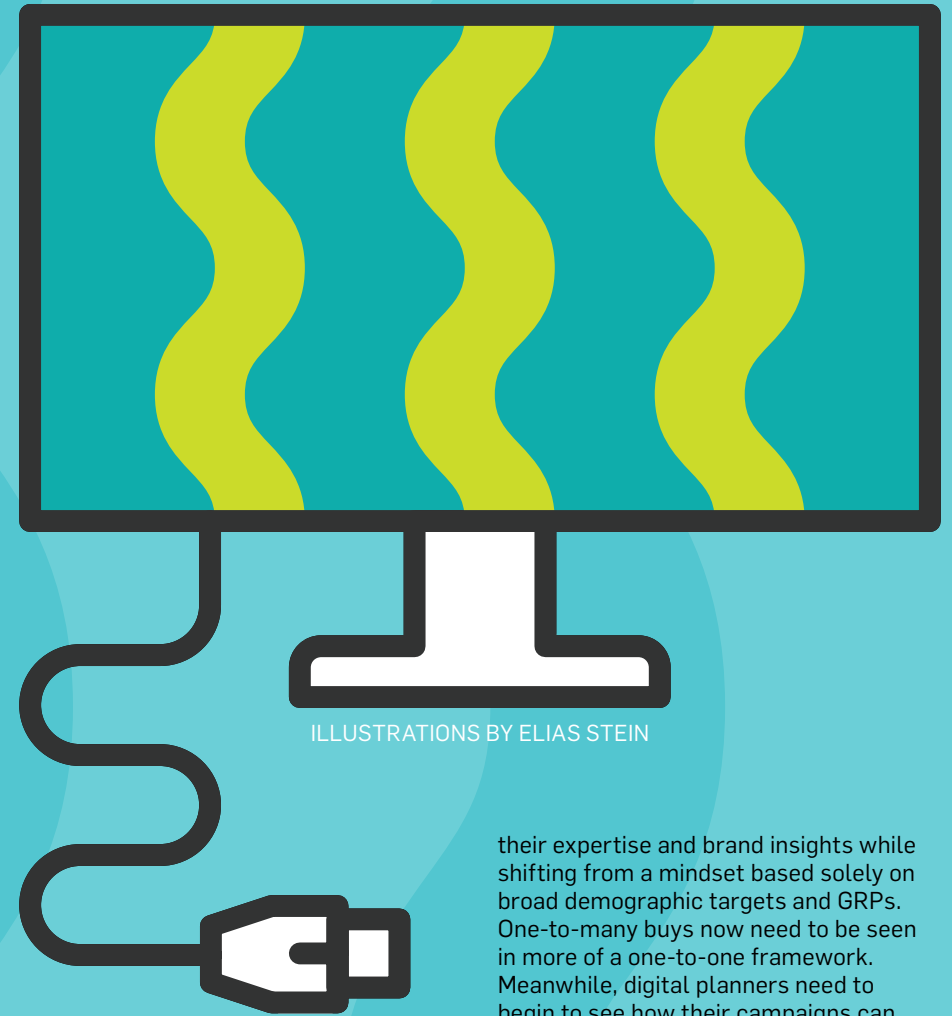
It starts with the soaring viewership—nearly three-quarters of U.S. households now have at least one internet-connected TV device, according to Leichtman Research Group. Cord cutting is no longer disruptive; clearly, it's gone mainstream.

The catch is linear TV is not disappearing. Including connected TV in your marketing plan is important and eMarketer predicts that the channel will triple in size by 2022. But even as connected TV grows, linear is

still projected to account for half of the \$135 billion in total TV ad spend in 2022. So advertisers who are waiting for the decline of linear TV are missing out on the big picture; it remains vital and critical to any media plan.

Today's TV planning and advertising technologies have caught up to viewership, providing targeting, inventory, attribution and optimization tools that reach across platforms. Unfortunately, there is still a disconnect within the organizations of media planners and buyers themselves.

A true convergence strategy requires coordination and planning across all channels, including data-driven linear TV, connected TV and digital. Yet many media agencies are still doing their traditional TV planning and digital planning separately.



ILLUSTRATIONS BY ELIAS STEIN

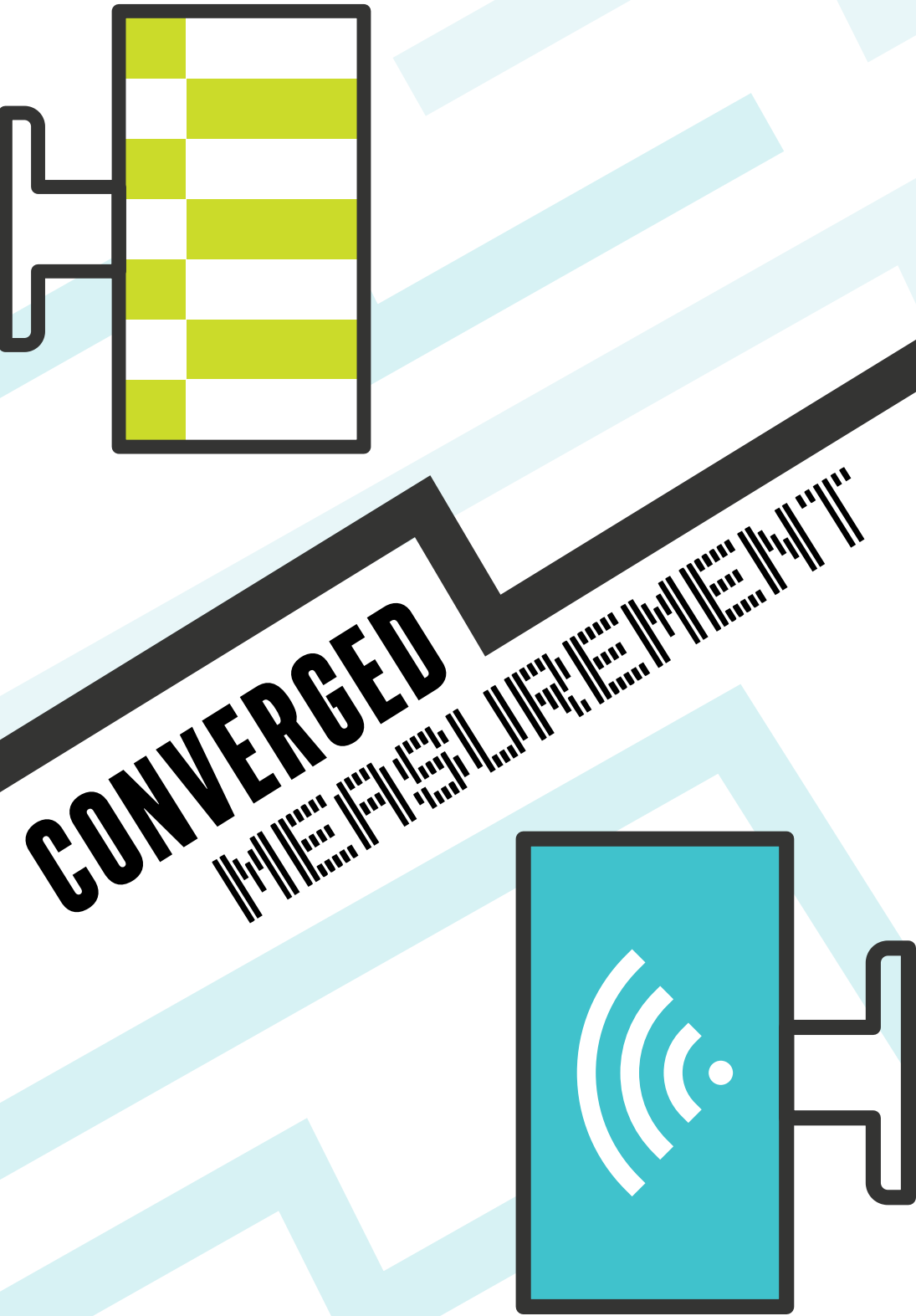
Convergence requires integration, and until planning and buying silos are broken down and mindsets shift, truly integrated campaigns will not occur. Which is why getting TV and digital teams on the same page is the priority for agencies everywhere.

There's a lot that these respective teams bring to the table. Linear TV's efficient reach and brand building are still a cornerstone for most brand strategies, and buyers need to maintain

their expertise and brand insights while shifting from a mindset based solely on broad demographic targets and GRPs. One-to-many buys now need to be seen in more of a one-to-one framework. Meanwhile, digital planners need to begin to see how their campaigns can operate when higher-level branding efforts are more coordinated with performance-driven channels.

Simply put, marketers need to understand how to plan and execute converged campaigns to meet their media and business objectives with minimal overlap and maximum efficiency.

This guide lays out the technology and organizational needs that TV-digital convergence requires. Only when these walls come down will the intersection of TV and digital video succeed for all stakeholders.



CONVERGED

The first step to recovery is admitting you have a problem. As media planners and buyers examine their organizations, they need to see how operational disagreements between their distinct traditional TV buyers and programmatic trading desks are holding them back. If these groups are fighting over control over who is going to lead everyone forward, then the entire organization is going to stay stuck where it already is.

First things first: You need to know that your measurement is broken. And to fix that, you need to put the right products in place, start using common KPIs and align your technology. These options are available right now, once you get past your organizational challenges.

To bring TV and digital video marketing strategies together, you need to get everyone speaking a common language. And that starts by having common definitions for the KPIs that are going to be used to gauge what a successful campaign looks like. If you're going to do cross-channel planning, you need to manage and agree on cross-channel measurement first.

This is potentially the biggest mindset issue agencies are going to face because linear TV and digital buyers have long used separate measurement techniques—OOOs versus TRPs. That's why getting them aligned is a necessary first step. They need to use the same definitions for reach, frequency and identity.

Identity is key. Organizations need technology platforms that are able to apply the same audience data to both linear TV and connected TV so they can measure unified outcomes across both. Nielsen data—familiar to linear TV planners—can now be bridged with set-top box data and persistent household IDs that come from digital attribution. At the same time, digital organizations need insights into understanding KPIs such as awareness and brand lift that form the core of many linear TV campaigns.

CONVERGED MEASUREMENT TO-DOS

WHAT IT LOOKS LIKE:

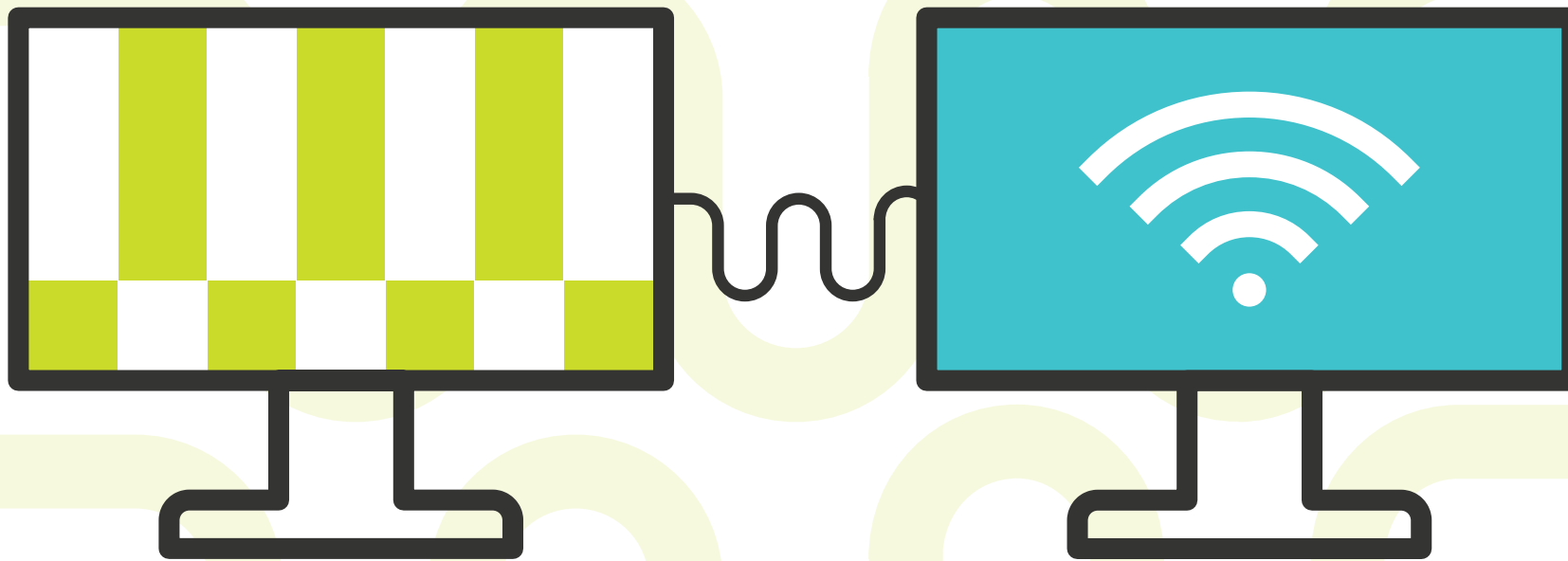
Agreement on KPIs across linear TV and digital teams

TIMING:

Immediate

WHAT TO DO:

- Agree on terminology and definition of KPIs
- Determine common methodology for reach and frequency
- Define target audience and data source-of-truth
- Use unified device graph for common digital identity
- Apply unified measurement that can be used by both linear TV and digital teams



CONVERGED

PLANNING

Once a converged measurement strategy is in place, your organization needs to move on to the next step: What channels do you want to buy? Who are you trying to reach? What are the proper frequency controls across those channels? And how are buys across different channels driving specific actions? This is essential whether your campaign is TV-first, digital-first or somewhere between the two.

Be aware that planning mindsets can be quite ingrained. TV planners and buyers have long worked on an “upfront” approach—setting up plans months in advance to ensure they can get the best

possible price for much of traditional TV’s constrained inventory. Digital buyers, on the other hand, often leverage the digital “open markets” which let them operate in real-time.

A true converged planning approach needs to take the best of both, leveraging technology that looks at the totality of a TV plan instead of separate plans for linear TV, connected TV, digital and social.

So what does unified planning look like? It uses data-driven platforms so that linear TV and digital work together and complement one another. For example, data-driven planning can be used during upfront buys to ensure campaigns are able to reach strategic

target audiences with improved accuracy. Data-enabled scatter buys can be executed to complement existing digital buys and commitments. Location data can even be brought in to optimize buys based on their ability to generate foot traffic.

A platform that can combine real-time programmatic buys with upfront-style, future-focused planning tools is foundational to doing this kind of cross-channel, audience-based planning and buying. For instance, it can use programmatic data to push out an optimized linear schedule, and then set up digital programs that can, say, target light or non-existent linear TV viewers, or perhaps use retargeting strategies to reinforce linear TV exposure. Again, the goal is to build these plans around business-focused outcomes such as conversions.

Already, some advanced TV buyers are using converged planning to create a competitive advantage. Traditional TV investment teams are using digital KPIs to measure against their TV upfronts and use advanced audience planning to optimize ahead of their buys. They are then able to make monthly or even weekly planning updates, something previously unheard-of in linear modeling and planning.

CONVERGED PLANNING TO-DOS

WHAT IT LOOKS LIKE:
Unified, data-driven planning for linear TV and digital

TIMING:
3-6 months

- WHAT TO DO:**
- Utilize data-driven planning tools for linear TV
 - Use digital and linear performance data to optimize linear TV strategies
 - Use linear TV knowledge to inform connected TV and digital plans
 - Enhance digital measurement capabilities to include real-world options such as location data

CONVERGED MANAGEMENT



Linear TV, connected TV and digital are the perfect complements to each other, and they don't necessarily need to be operated in separate groups. In fact, the third step to successful convergence is really all about long-term execution—creating a single workflow to manage all of your converged planning and buying.

This is where the path to converged TV and digital leads. By having buyers and planners who understand the unique strengths of all the various linear and digital channels working in concert, they will be able to build effective campaigns across the entire spectrum of platforms.

These groups will need to move seamlessly between linear TV, connected TV, digital and social, with tools and platforms that do the same. By being entirely data-driven, they will focus on continually optimizing campaigns around advertiser goals and bottom-line outcomes. After all, TV viewers aren't going to care whether they're watching a show from a set-top box or an OTT platform. Advertising strategy needs to align.

Consider this: In today's marketplace, linear TV buys reach 70-75% of their intended target audience, and that figure will continue to degrade as viewing starts taking place across other connected devices. Adding in connected TV without fully understanding the impact of linear will only add a bit of incremental reach. For the most part, these two channels tend to overlap significantly, so while targets will be reached, there will also be significant wasted impressions.

Taking a holistic approach to linear and connected TV planning and activation will enable you to reach your strategic target audiences more efficiently and effectively. You can use digital to optimize linear plans and vice versa.

Doing this as standard operating procedure is not going to happen immediately. True converged management needs to be a longer-term project, but there will be significant benefits. Already, this is starting to happen on the sell side, as content distributors find ways to integrate their linear and digital inventory. Agencies need to start this planning now to further ensure that the cultural barriers that have kept linear and digital planning separate can be overcome to deliver a true strategic advantage.

CONVERGED MANAGEMENT TO-DOS

WHAT IT LOOKS LIKE:

A single team to manage upfronts as well as digital, social and other channels

TIMING:

6-24 months

WHAT TO DO:

- Ensure all planning is shared and aligned to the same campaign KPIs
- Coordinate optimization—when linear buys change, adjust digital, and vice versa
- Consolidate teams across channels, where possible

AMOBEE'S APPROACH TO CONVERGENCE



Picture the full spectrum of media planning and buying responsibilities you have for a typical campaign today. On one end, you have the traditional linear TV campaign built around legacy systems and data providers. On the other, there are the pure-play digital programs common to the typical agency trading desk.

In today's world, most campaigns utilize both of these extremes. And Amobee has built its offerings to allow advertisers to fully leverage the power of data to inform their TV and digital buys, no matter the platform. Advertisers can orchestrate the entire journey across linear TV, digital and social using the full spectrum of Amobee solutions.

TV PLANNING

TV is still the most important media investment for most national brands, but it is mired in the data and workflow of the past. Through Amobee, advertisers can now utilize digital audience data to plan linear TV upfronts and scatter buys. Amobee helps advertisers optimize linear investments to achieve their goals more efficiently through sophisticated planning and optimization tools to minimize overlap and maximize reach, based on first-party audience data and digital KPIs.

TV AMPLIFIER

Amobee's TV Amplifier solutions help brands create synergistic digital and linear strategies based on historic or current linear TV schedules. These TV-aware strategies allow advertisers to take the first steps toward convergence by informing their decisions about cross-screen video campaigns with an understanding of who their TV campaigns are currently reaching, or who they are not reaching effectively. TV Amplifier strategies are

utilized to balance TV and digital video to optimally build effective reach, manage cross-screen frequency or maintain mindshare against competitive products.

CONVERGED PLANNING

Advanced TV Planning enables brands to optimize linear with greater sophistication than ever before, while TV Amplifier strategies allow brands to create synergistic TV and digital video strategies. Converged planning begins from the ground up, optimizing linear TV and digital video holistically, simultaneously. This means advertisers can focus on the strategic audience target first and then find the optimal allocation strategy to reach them across screens with maximum efficiency.

PRECISION TARGETING AND ATTRIBUTION

The ability to identify, target and understand the impact of reaching consumers across all screens has been a major challenge for brands and agencies for years. Amobee's data marketplace, combined with our Converged ID identity solution, allows advertisers to overcome these challenges through sophisticated cross-screen targeting and measurement solutions. Through these capabilities, advertisers can now target the same first- or third-party audiences they desire across screens and, more importantly, understand the impact of each medium on building reach and driving KPIs against sales, foot traffic and online actions.

Convergence requires linear TV and digital to work together. Learn more about how Amobee creates that foundation for success.

www.amobee.com



PRODUCED BY
ADWEEK BRANDED

IN COLLABORATION WITH
AMOBEE

www.amobee.com