



# 5 ways to Combat Declining TV Viewership

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Reduce ad waste and drive results

 **AMOBEE**

# THE NEW CONSUMER JOURNEY IS COMPLEX

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Despite the momentary resurgence of linear TV viewership brought on by Covid-19, consumer fragmentation is rapidly eroding traditional TV viewership.

While TV remains the cornerstone of many media plans due to its unrivaled reach and impact, subscriptions are decreasing and advertisers need to squeeze every dollar out of their media spend to reach their target audience across all screens.

Advertisers need a technology platform that understands the nuances of the TV business. They also need a platform that can easily and efficiently converge linear, connected TV, digital, and social campaigns together for an amplified TV-digital experience.



# TV AND DIGITAL CONVERGENCE STARTS HERE

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Amobee TV Amplifier is a suite of cross-channel targeting and measurement solutions that help advertisers overcome the hardest challenges of a fractured media landscape. By identifying and activating TV-based audiences, you can create CTV, social, and digital media campaigns that perfectly complement your linear strategies.

For the past seven years, Amobee TV Amplifier has optimized more than \$500MM in client budgets across Tier 1 brands such as Kellogg's, A&E Network, and the NBA, bridging TV-digital ad spend across all screens, increasing ROI, and eliminating waste.

TV Amplifier empowers you to:

- Extend reach and engagement across all screens
- Control ad frequency to avoid budget waste
- Defend market share with retargeting strategies
- Drive greater awareness for integrated campaigns
- Expand audience insights with Smart TV data



# EXTEND REACH AND ENGAGEMENT ACROSS ALL SCREENS

IDENTIFY AND TARGET UNEXPOSED CONSUMERS OF YOUR TV AD BY REACHING THEM THROUGH DIGITAL AND SOCIAL MEDIA.

## The TV Challenge

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- Reaching light linear viewers and a growing number of cord-cutters or cord-nevers that have little engagement with TV is a significant obstacle for today's advertisers.
- On average, not being able to reach those audiences can result in missing 25-30% of potential target viewers.

## Solution

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- Leverage TV Amplifier to surface viewers that were underexposed or unexposed to an advertiser's linear TV investments.
- Build and activate segments for targeting across CTV, social media, and programmatic channels.
- Increase your understanding of target audience TV consumption preferences.

# CONTROL AD FREQUENCY TO AVOID BUDGET WASTE

FINE-TUNE TARGETING OR SUPPRESSION STRATEGIES TO IMPROVE MANAGEMENT OF CROSS-SCREEN FREQUENCY.



## The TV Challenge

- With up to 80% of a campaign's impressions being consumed by heavy and medium TV viewers, more efficient frequency management is required to maximize budget and avoid brand burnout.

## Solution

- TV Amplifier can effectively understand who and how often viewers are consuming your content.
- Reallocate TV spend to include CTV and social video channels to suppress exposure of heavy to medium viewers and increase engagement with light and unexposed viewers.





# DEFEND MARKET SHARE WITH SMARTER RETARGETING STRATEGIES

ELIMINATE BRAND THREATS  
BY IDENTIFYING CONSUMERS  
WHO HAVE BEEN EXPOSED TO  
COMPETITIVE ADS.

## The TV Challenge

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- Developing a thorough analysis of the competition's reach and surfacing valuable TV insights continues to challenge marketers.
- Advertisers are too often blindsided by new competition that can threaten market share and top-of-mind brand positioning.

## Solution

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- Deploy TV Amplifier to identify and activate linear and Smart TV viewer segments that were exposed to the competition's ads for conquering campaigns.
- Target the audiences of new competitors gaining traction in-market.

# DRIVE GREATER AWARENESS FOR INTEGRATED CAMPAIGNS

INCREASE ASSOCIATION WITH  
MAJOR TV SPONSORSHIPS BY  
RETARGETING VIEWERS.



## The TV Challenge

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- Marketers are on a constant search to uncover new ways to evangelize pivotal brand events, promotions, or sponsorships.
- It's often imperative for marketing teams to exceed both the large Upfront investment that these events incur, as well as justify spend on previous events.

## Solution

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- TV Amplifier complements linear TV campaigns by retargeting audiences across CTV, social, and programmatic channels to drive awareness and enhance tentpole participation.
- Leverage informed TV data to understand an audience's TV viewership and consumption habits and reinforce messaging that connects with targets at the optimal time.

# EXPAND AUDIENCE INSIGHTS WITH SMART TV DATA

ENHANCE VIEWER TARGETING  
BY UNDERSTANDING DIGITAL  
BEHAVIORS ACROSS LINEAR  
AND ALL SCREENS.



## The TV Challenge

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- In a siloed advertising landscape, finding and activating meaningful insights around audience viewing habits often requires multiple vendors and excessive lead times that repeatedly result in marginal viewership gains.

## Solution

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- TV Amplifier can identify, create, and activate unparalleled audience insights that combine granular linear and Smart TV data with cross-channel technology in one unified platform.
- Understand the networks and shows that consumers are watching, the commercials they're exposed to, the digital behaviors that are linked with TV audiences, and the content frequently viewed in CTV, social, and digital environments.





# TV AND DIGITAL CONVERGENCE REALIZED

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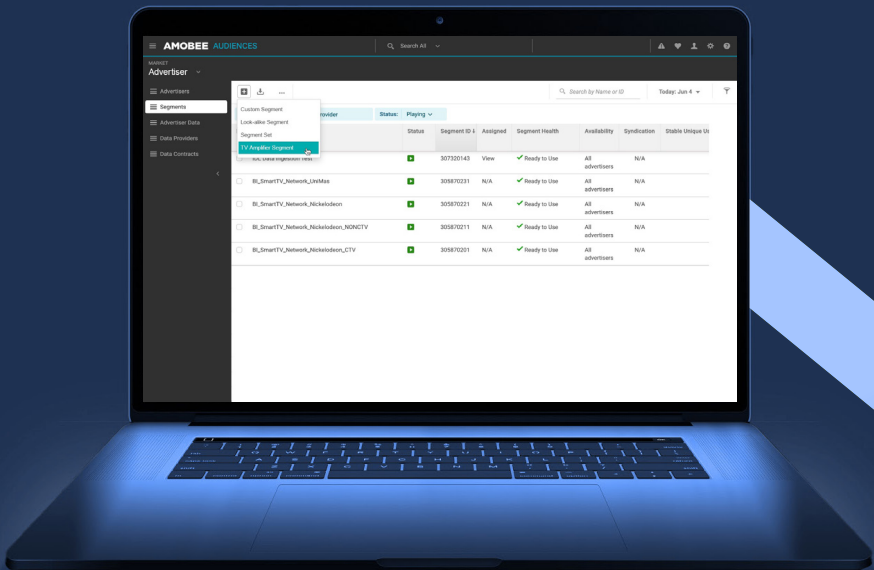
Amobee TV Amplifier revolutionizes cross-channel advertising, making it possible for brands and agencies to engage more efficiently with linear TV audiences across all digital channels, including CTV.

Learn more from our recent success story with Horizon Media and IRI and how they converged their audience across TV, CTV, and digital to significantly increase ROI and exceed campaign goals.

# TV AMPLIFICATION MADE EASY

Here's how to get started on the road to convergence with Amobee TV Amplifier:

1. Leverage TV-informed data for cost-effective reach
2. Amplify with all CTV and video inventory
  - Programmatic (PMP & PG deals)
  - Upfront direct buys
  - Syndicate into social platforms
3. Integrate with how your teams work today
  - Self-service (Trading Desks, Investment Teams)
  - Managed service (in-housing)





# THANK YOU!

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For more information about Amobee TV Amplifier and how it can elevate your brand's cross-channel campaign strategies, contact your Amobee Account Manager today or reach out to [solutions@amobee.com](mailto:solutions@amobee.com).



## SUCCESS STORIES

# Horizon Media untaps ROI with TV-informed digital strategy

TV Amplifier closes  
audience divide, boosts  
reach & awareness



## Goals

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- Drive offline sales for a major CPG brand.
- Identify underexposed or unexposed TV audiences and demographics on CTV and digital.
- Add incremental reach and awareness to TV buys and reduce waste across the entire media plan.

## Solution

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- Use mixed modeling awareness for the highest viewability at the lowest cost possible.
- Analyze TV investments and supplement current ad spend to extend reach across the marketing mix.
- Identify and engage newly discovered audience segments through digital-TV retargeting.

## Results

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**2X**

as effective in  
delivering positive ROI

**65%+**

reach unique  
to digital\*

**10%**

increase in volume  
with TV-digital

Building on a multi-year partnership, Amobee worked with a major CPG brand, their agency, Horizon Media, and IRI to close the gap between TV and digital audiences with Amobee's TV Amplifier (TVA) solution, which resulted in decreased waste, increased reach, and a greater volume of product moving off shelves.

The previous year, the CPG brand and Horizon had increased TV ad spend by 38% and reshuffled their network mix to expand across eight new networks. But this resulted in only a 7% increase in GRPs.

By switching campaign objectives from awareness to ad delivery volume, Horizon, IRI, and Amobee partnered closely on creating a TV-aware digital strategy to identify underexposed or unexposed linear viewers. With insight into the CPG client's existing TV schedules, Amobee was able to create the optimal TVA reach by layering on additional third-party data to precisely target strategic and demographic audiences.

This resulted in a 65%+ reach unique to digital\* across the CPG's digital investments measured by Nielsen Total Ad Ratings, and Amobee's custom curated TVA audiences resulted in the highest overall ROI and volume among all the CPG's digital tactics.

\*Nielsen Total Ad Ratings commissioned by Horizon Media; Analysis based on % of digital audience that is unique to digital. Campaign dates from 06/17/2019 - 09/22/2019, Target Demo A25-54.

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“Amobee's TV Amplifier helps our clients better identify opportunities to improve and extend the impact of our combined linear TV and digital buys with greater scale and precision, allowing for sophisticated and comprehensive cross-screen campaigns that maximize incremental reach.”

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**COREY TOLBERT**

Vice President of Programmatic  
at Horizon Media