

CASE STUDY

Addressable

CPG

Objective

- Attain incremental reach against viewers lightly exposed to the national campaign
- Better manage impression & frequency distribution

Target

A18+ unreached or lightly reached by national campaign

Execution

4-week National + Addressable Media Campaign

Data Used

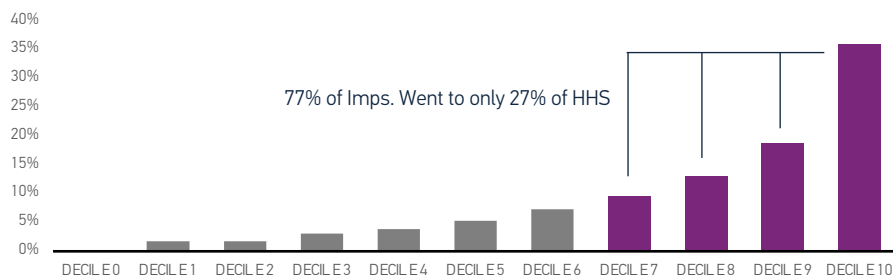
DIRECTV Set-Top-Box Data

Analysis conducted within DIRECTV footprint.
Campaign flight: Q1 '20. Case study results are based on individual campaign factors. DIRECTV makes no performance warranties.
Source: DIRECTV Set-Top-Box Data

Results

Originally, the brand's national campaign reached only 67% of the target audience with 77% of the impressions going to only 27% of the households.

% of Total Impressions National Campaign



By leveraging Addressable technology, the brand was able to optimize TV reach and more evenly distribute impressions and exposure. The Addressable campaign reached the brand's audience not exposed or underexposed to the National campaign, **increasing the brand's total reach from 67% to 77%.**

% of Total Impressions Addressable Campaign

