

Turning Viewers Into Fans

The Challenge

A leading network was looking to drive viewership to the season two premiere episode of its hit series.

Execution: Addressable

The network wanted to reach female viewers who watched similar/competitive programming as the advertised show. Xandr helped identify this target audience using AT&T's set-top box data. From there, viewership of these target households was analyzed to create an optimized linear plan that would best reach the audience within the networks and dayparts they were most likely to watch. The Data-Driven Linear campaign ran for one week.

Target Segment

- W25-54 viewers of competitive programs

Results

The campaign successfully drove tune-in to the advertised program.

- Viewers who were exposed to Data-Driven Linear ads were +144% more likely to tune in than non-exposed viewers.
- Exposed HHs also tuned in longer to the promoted program than the Unexposed HHs and All HHs segments.
- DIRECTV delivered higher W25-54 ratings compared to both the total US and non-DIRECTV homes.
- DIRECTV contributed 28% to the W25-54 audience, +40% more than DIRECTV's fair share of 20%.

