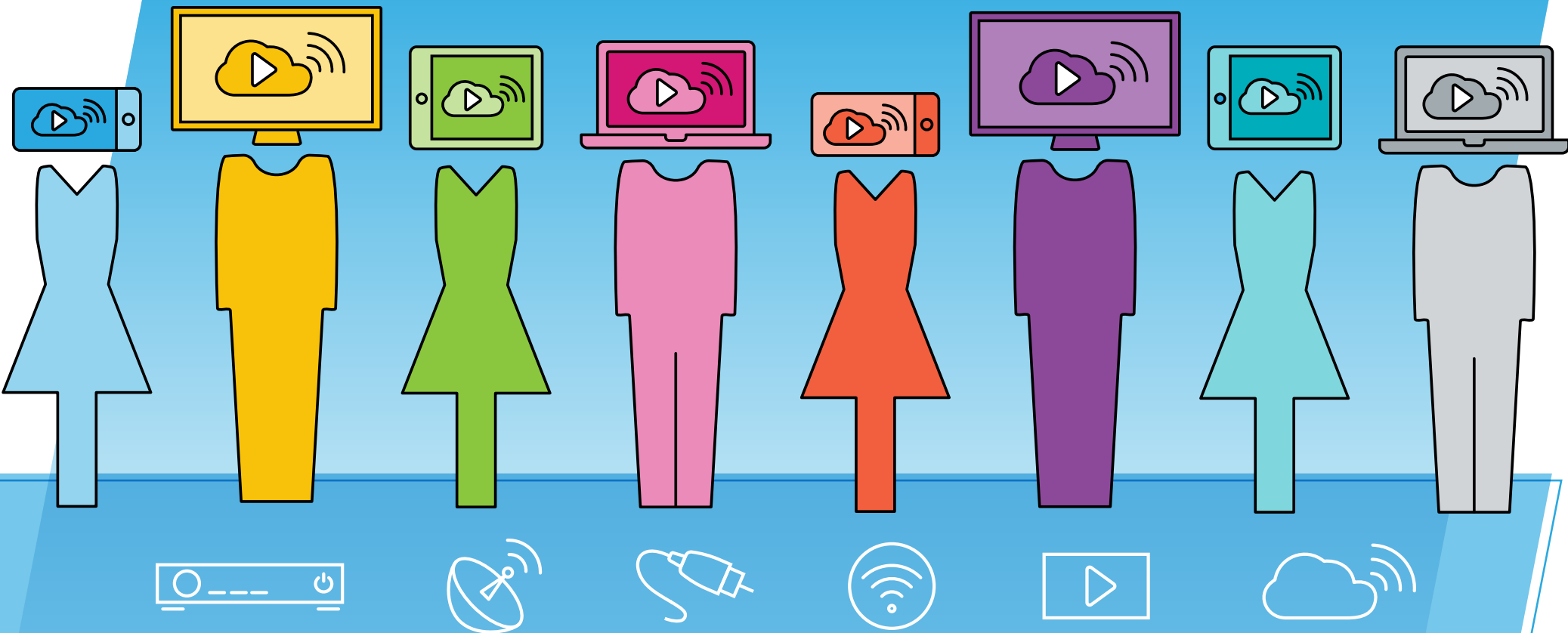


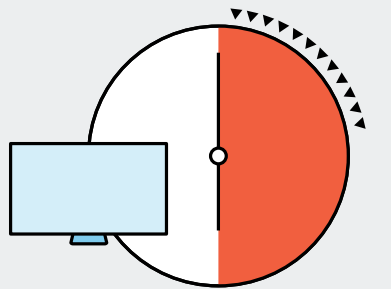


# STREAMING OUR HEADS OFF

UNLEASH THE SALES LIFT POWER OF ADVANCED TV

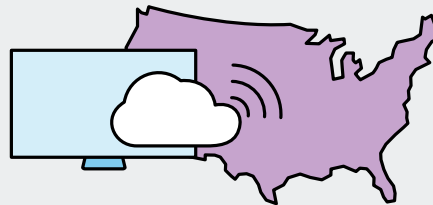


# AMERICANS LOVE THEIR TV



**6 HRS,  
12 MIN DAILY**  
WATCHING TV OR DIGITAL  
VIDEO CONTENT  
ACCORDING TO NIELSEN<sup>1</sup>

AND



...if you're like the rest of the nation, you probably increased your streaming over the past year and a half.

TODAY, STREAMING  
ACCOUNTS FOR  
**26%**  
OF VIEWING TIME

AN INCREASE OF  
**MORE THAN 1/3**  
FROM PRE-PANDEMIC LEVELS<sup>2</sup>

## HEY, CPG...

### HOW ARE YOU CONVERTING VIEWERS INTO BUYERS?

*In this guide, we'll show you how to maximize audience targeting strategies to find your buyers and measure outcomes to help you unleash the sales lift power of advanced TV.*



“The beauty of advanced TV is it allows you to reach audiences on the big screen in the living room, with the targeting capabilities of digital. You can find your buyer regardless of programming.”

**THOMAS EATON**

SVP, TV and  
Programmatic Solutions,  
NCSolutions

Television has always been a powerful means to reach audiences. With the proliferation of streaming, marketers are taking notice of new ways to reach consumers as they watch video content: **Almost three-quarters (71%) of CPG marketers plan to increase their media investment in connected TV and over-the-top TV to reach their targeted audiences in 2022.**<sup>3</sup> What's driving this anticipated growth? Certainly an increase in well-produced programming—but also because TV is in the midst of an evolution.

<sup>1</sup> The Nielsen Total Audience Report March 2021

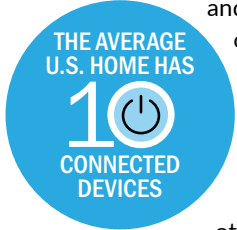
<sup>2</sup> Nielsen's The Gauge May 2021, The Nielsen Total Audience Report February 2020

<sup>3</sup> Brand Innovators & NCSolutions CPG Marketers Survey, 2022



# BALANCING REACH WITH PRECISION

Eighty years after the dawn of television advertising, **TV is recognized as more than a reach and awareness medium.** Today, advanced TV offers marketers the best of traditional linear TV by delivering audience reach, and also brings the buyer precision and campaign measurement of a digital placement. TV now has a place at the bottom of the purchase funnel because its sales impact can be directly tied to an ad placement, putting it on a level playing field with other digital marketing methods.



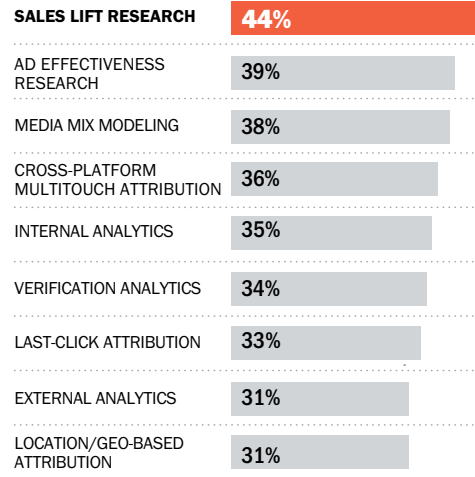
Even as we celebrate TV's new spot in the purchase funnel, reaching audiences and measuring effectiveness is becoming increasingly complex with **the average U.S. home having 10 connected devices.**<sup>4</sup> Add in the challenges of today's privacy landscape with the imminent demise of third-party cookies and Apple's Identifier for Advertisers (IDFA) tracking abilities. Some marketers may face lower reach and greater difficulty measuring outcomes once Google and Apple's privacy changes have been fully enacted.

**A number of advanced TV formats can be accurately tied to an individual's or household's viewing while meeting privacy standards. This enables audience targeting and measurement of return on ad spend (ROAS) and sales outcomes.**

As our industry marches forward to achieve more privacy compliant practices, **39% of marketers plan on moving media dollars to addressable channels because of Google and Apple privacy changes**<sup>5</sup>—more than media mix modeling, attribution strategies and other types of analytics (and we can help you with that!).

### Types of Ad Measurement and/or Research That Will Become More Important in a Cookieless World According to U.S. Marketers and Agencies, Sept 2020

% of Respondents



Source: Advertiser Perceptions "Identity: Are we headed toward resolution, revolution or regression?"

## WHAT EXACTLY IS ADVANCED TV?

Our industry throws around so many advanced TV terms we even find it confusing.

### ADVANCED TV:

An umbrella term covering all non-traditional television, including addressable TV, over-the-top (OTT) and connected TV (CTV).

### MULTI-CHANNEL VIDEO PROGRAMMING DISTRIBUTOR (MVPD):

A cable or satellite service that provides multiple TV channels, formerly known as "operators." e.g. Comcast, DirecTV, DISH, Verizon Fios, Spectrum, etc.

### OVER-THE-TOP (OTT):

An app or a website that streams video content on mobile devices, computers or other internet-connected devices like smart TVs.

### CONNECTED TV (CTV):

A subset of OTT, connected TV is a TV or device connected to the internet, such as a smart TV or attached devices such as a Roku Streaming Stick, Amazon Fire TV or Apple TV.

### ADDRESSABLE TV:

Selectively segmenting TV audiences and serving household-specific advertising (regardless of programming or daypart) during local breaks of cable networks on MVPDs.

### DATA-DRIVEN LINEAR:

Network TV campaign purchased at the daypart or program level and optimized using an advanced audience such as buyers of ice cream instead of a traditional demographic like people aged 18-49.

## WHAT IS SALES LIFT AND HOW DOES THAT TRANSLATE TO ROAS?

**SALES LIFT:** Amount of **incremental sales** that a campaign delivers. Sales Lift measures the increase in sales that occurs during an ad campaign versus the sales that would have occurred had there been no advertising.



**RETURN ON AD SPEND (ROAS):**

$$ROAS = \frac{SALES LIFT}{COST OF MEDIA}$$

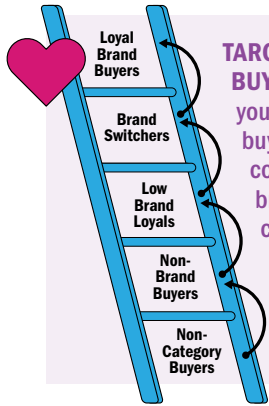
<sup>4</sup>AudienceProject Insights 2020

<sup>5</sup>Brand Innovators & NCSolutions CPG Marketers Survey, 2022



# TUNE INTO THE RIGHT AUDIENCE

Traditional TV has a history of being bought and sold on demos and programming. When advertising on advanced TV platforms today, marketers have the potential to move beyond demos. They can use **data-driven characteristics like past purchase behavior to find and build audiences**—ultimately achieving greater precision. Data-driven audience strategies that are inclusive of purchase-based targets (PBTs) have been used extremely effectively in digital marketing



**TARGET LOYAL BUYERS** to defend your brand, reach buyers of competitive brands to conquest, or prioritize new and lapsed buyers.

for years. **Today more than two-thirds (68%) of CPG marketers use purchase-based audience segments to find their buyers.**<sup>6</sup> With the proliferation of Advanced TV, marketers have the opportunity to implement targeting strategies that have been proven successful in the digital world.

The good news is, whatever your media and brand strategy, **you can build your purchase-based audience to align with your goals** to move your buyers back up the loyalty ladder.

**PURCHASE-BASED TARGETING HAS 3X THE ROAS OF OTHER TARGETING METHODS FOR CPG COMPANIES**

## HEY, CPG...

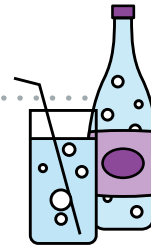
### WHERE ARE YOUR BUYERS?

The greatest predictor of future purchases is past purchase behavior. **75% of consumers find it helpful to receive advertising for a brand or product they have purchased before.**<sup>7</sup> That's why audience segments composed of households who have bought your product or the category are so effective.



“Understanding which buyers are responding to your ads informs your creative development and future audience targeting decisions so you can reach the buyers most likely to drive sales.”

**LANCE BROTHERS**  
Chief Revenue Officer  
NCSolutions



### CASE STUDY

The proof is in the pudding! Or rather—the sparkle. A sparkling water brand launched an advanced TV campaign to continue to drive sampling and sales for its new product line.

#### GOAL

Win sparkling water buyers from competitive brands



#### STRATEGY

Launch an advanced TV campaign using purchase-based audiences to reach heavy buyers across carbonated beverage categories



#### RESULTS

**4% INCREMENTAL SALES LIFT**  
**62% OF INCREMENTAL SALES FROM BUYERS OF COMPETITIVE BRANDS**

### ACTION TO TAKE:

The brand found that previous brand buyers also responded to its ads—helping to inform its decision to target these buyers to build brand loyalty for upcoming campaigns.

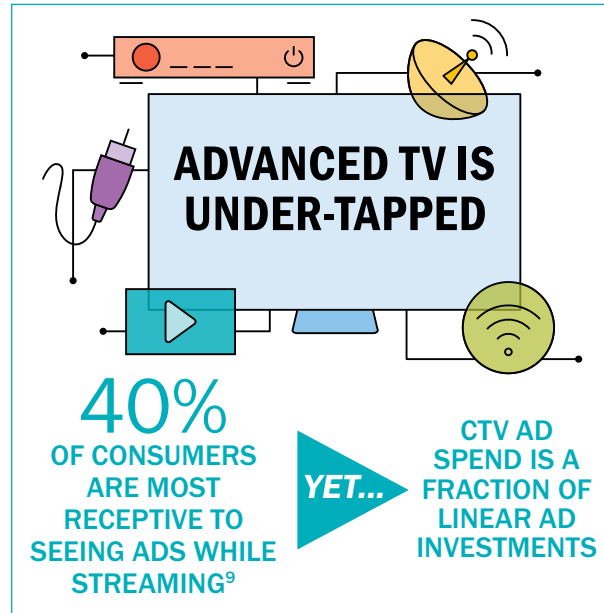
<sup>6</sup> Brand Innovators & NCSolutions CPG Marketers Survey, 2022

<sup>7</sup> NCSolutions Consumer Study, August, 2021



# WHAT'S YOUR KPI?

TV advertising performance is historically measured by reach and frequency. But could there be a complementary way of measuring success? According to the ANA, **71% of marketers find measuring Return on Ad Spend (ROAS) to be the most important performance metric.**<sup>8</sup> Advanced TV provides the opportunity for advertisers to see the impact their ads and audience segments have on sales. And the results can be used to inform future investment decisions and strategies.



# HEY, CPG...

## NOW IS THE TIME

For all the attention advanced TV has received—CPG marketers' investments in the medium still trail consumer usage. Advanced TV ad impressions may be undervalued today, but prices could rise if ad spending catches up with viewership.



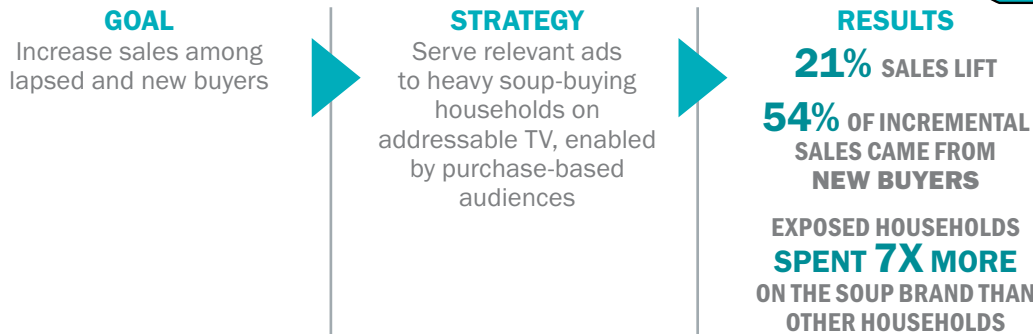
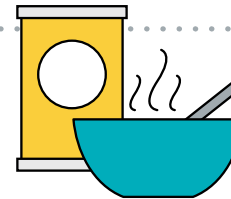
“Advertising with purchase-based audiences on advanced TV delivers a broad, yet more relevant audience—allowing you to maximize your budget by reaching only your most likely customers. This is why a lot of small CPG brands have used the medium to gain exposure—and why a lot of the big brands are following suit.”

**PETER TOPOL**  
VP, Advanced TV Partnerships  
NCSolutions

### CASE STUDY

## Stirring Up New Buyers

Leveraging the power of purchase-based audiences on CTV, a soup brand successfully used their creative to inspire lapsed buyers to buy again.



### ACTION TO TAKE:

Building off this success, in the next activation the brand can give love to these new buyers to get them to keep buying.

<sup>8</sup>Media KPIs That Matter.” ANA, May 2021

<sup>9</sup>NCSolutions August 2021 Consumer Purchase Survey



# HEY, CPG...

**ARE YOU READY TO REACH THE RIGHT BUYERS, AND UNDERSTAND HOW YOU'VE DRIVEN SALES?**

*Are you ready to make your TV ad dollars work harder for you—to move TV to the bottom of the purchase funnel? NCS is ready to help you drive sales on advanced TV.*

## TIPS TO GET STARTED

# 1

### **NO NEED TO CHANGE HOW YOU BUY PROGRAMMATICALLY**

You can buy addressable CTV campaigns today, without any change in how you buy programmatic TV. Broadcast TV networks are now even making some of their live national commercial inventory addressable, so you can leverage purchase-based segments in addressable linear TV buys, too.

# 2

### **ASK YOUR TV AND DATA PARTNERS TO GET THINGS ROLLING**

To make effective advanced TV ad buys at the program-level, talk with your TV content and data providers. Keep in mind it will take 4-5 weeks for your data partner to deliver the advanced audience segment and for the network or platform to build your media plan and activate your campaign.

# 3

### **TAKE ADVANCED TV TO THE MAX**

Don't forget that the power of advanced TV comes with audience targeting to help you reach the right buyers. You can also know the full impact of your campaign by measuring the return on your advertising investment and use these learnings to maximize the effectiveness of your TV advertising.

# 4

### **DEFINE ONCE, ACTIVATE EVERYWHERE**

Addressable, connected and linear TV can all activate similar advanced audiences with the same data provider. With consistent targeting across TV platforms, you can maximize and effectively measure incremental reach across all of TV.

# 5

### **FUTURE FIT FOR ADVERTISING EFFECTIVENESS**

To help combat the potential of lower reach and measurement challenges related to industry privacy changes, get started with advanced TV today.



“TV has an optimal place at the bottom of the purchase funnel today, utilized to drive purchases in addition to awareness. Advertisers can now advertise to only the most likely consumers to buy, and see if the ad impacted their decision to change brands or buy more of their favorites.”

**LINDA DUPREE**  
CEO  
NCSolutions





# IMPROVE ROAS & GROW REVENUE

With an unrivaled 12+ years of experience advancing advertising, NCS helps improve advertising effectiveness for the CPG ecosystem. Our research-based insights, collective wisdom and proven techniques help brands target the right audiences based on in-store purchase behaviors, optimize campaigns while in-flight, measure the resulting incremental sales and discover future-proofed advertising strategies. NCS connects what people watch with the products they buy to help CPG companies win.

## HOW CAN NCS HELP ME?



### MAINTAIN LOYALTY AND GROWING MARKET SHARE

Whether you're trying to retain your loyal customers, acquire new ones or conquest buyers from competitors, NCS offers proven audience targeting segments aligned to your goals.



### EXTRACT MORE VALUE FROM CAMPAIGNS

To help you make the most of your activations, NCS offers comprehensive insights on Return on Ad Spend (ROAS) and programmatic in-flight optimization to maximize sales and outcomes throughout your campaign.



### MEASURE THE FULL IMPACT OF YOUR CAMPAIGNS

To fully understand what's really working in your advertising, NCS measures your incremental sales—so you can understand what's driving your customers to buy your brand.



### ENABLE BUYER-DRIVEN ANALYTICS

Whether enabling data for cleanrooms or enhancing first-party CRM data, our buyer-driven analytics support your pre-and post-campaign intelligence.