



# If you could increase website visits through CTV, **wouldn't you?**

## CASE STUDY: AN EDUCATION SERVICES CLIENT

Client wanted to generate website visits at the start of the 2022-23 school year.

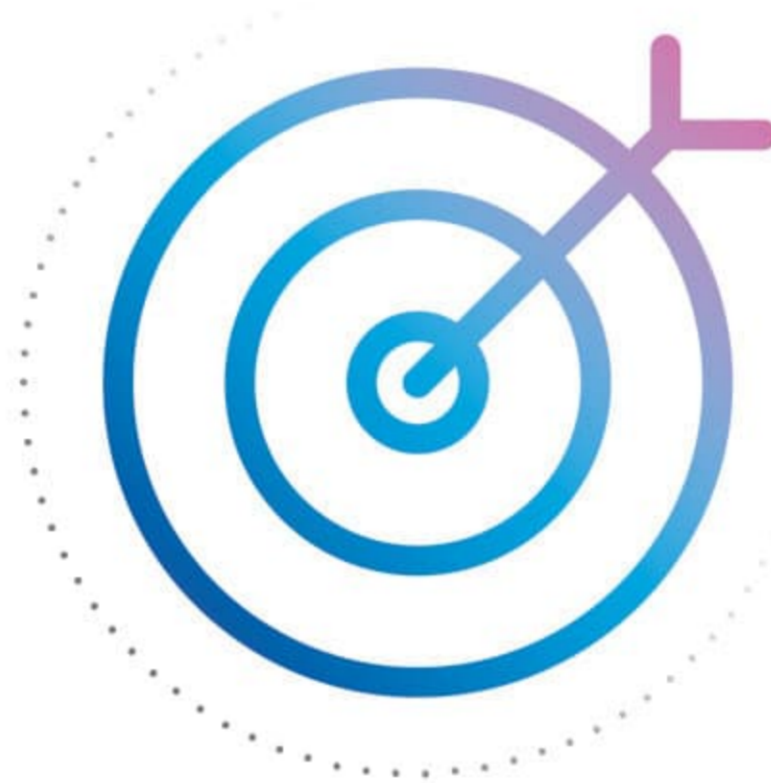
### TARGET

Two custom audience segments were built using TiVo's proprietary 1st party TV viewership data and 3rd party demographic data.

#### SEGMENT 1: VIEWERSHIP



Viewers of client's best performing networks from their linear campaigns



### SOLUTION

Activate CTV campaign with TiVo Xtend™ in select target households.

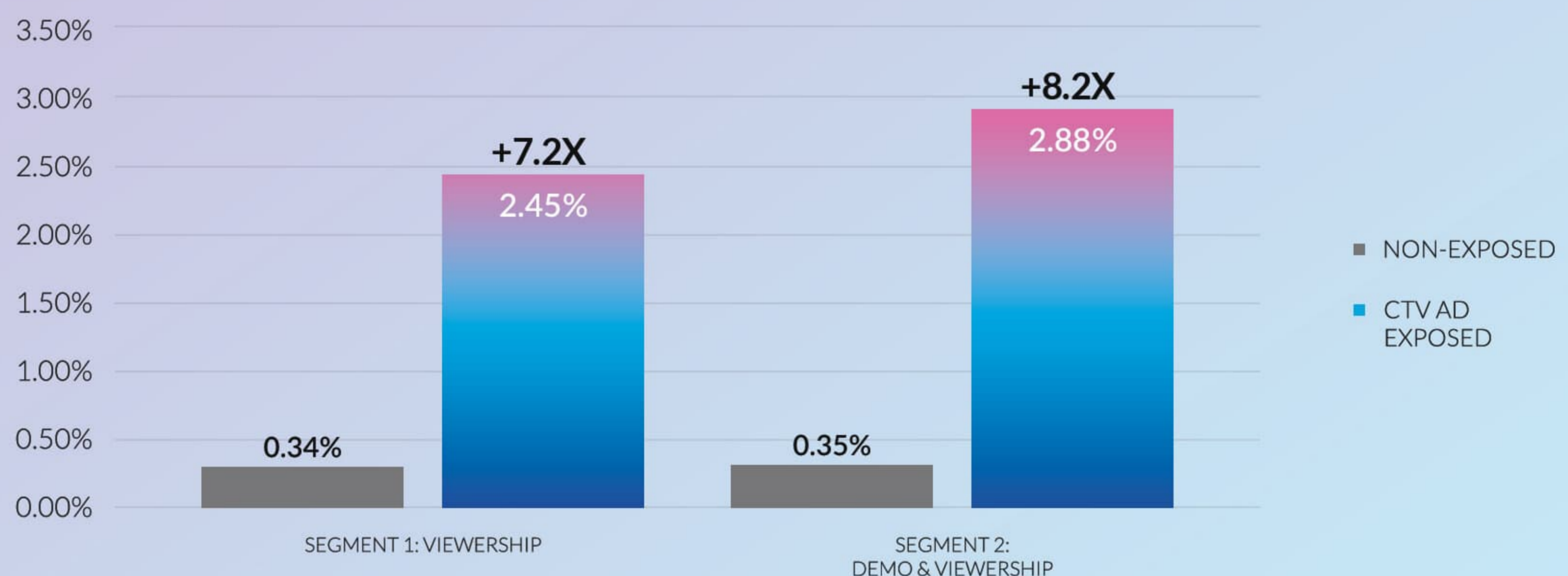


#### SEGMENT 2: DEMO & VIEWERSHIP

A25-54, Household Income \$100K, presence of children 7-17 & Viewership segment

### OUTCOMES

## WEBSITE VISITS



42% incremental reach of CTV only households over linear only households.

#### SOURCE

TiVo TVD and BDEX for target segments; TiVo tracking pixels and pixel sync for conversion and frequency data. Campaign Dates: September 1-30, 2022; Attribution Dates: September 1-October 28, 2022.

Lift is statistically significant at the 95% CL.

\*There is a duplication of IPs across Segment 1 and Segment 2. Cost-per-registration and frequency metrics are based on deduped IPs across Segments 1 & 2. Number of visits to convert based on minimum of 30-minute interval between visits.



#### LIFT ATTRIBUTION:

Match IP addresses of website visits to IP addresses of exposed audience.

Compare exposed conversion rate to control group or conversions in IP addresses within target not exposed to campaign.

