



Major Big-Box Retailer Case Study



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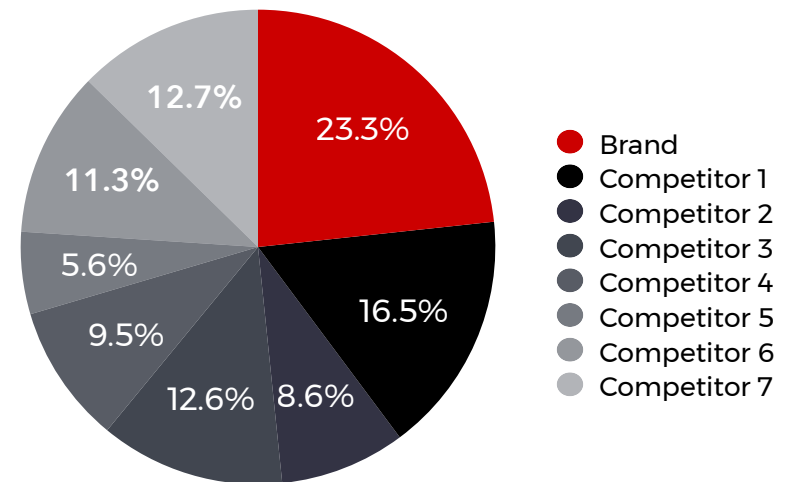
01

The Challenge.

A major big box retail brand was keeping close tabs on its largest competitor. Although the company was a heavy TV spender, we uncovered that its competitor was focusing its TV buys on major broadcast networks and large cable networks.

The big box retailer also was outspent 2:1 on Spanish language networks by that same competitor.

Competitive Share of Voice by Ad Airings



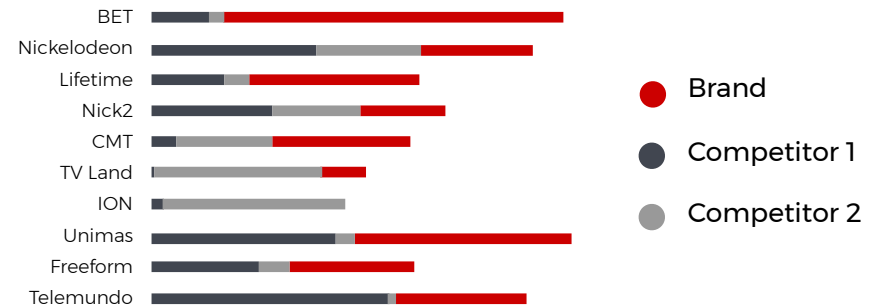
02

Analysis.

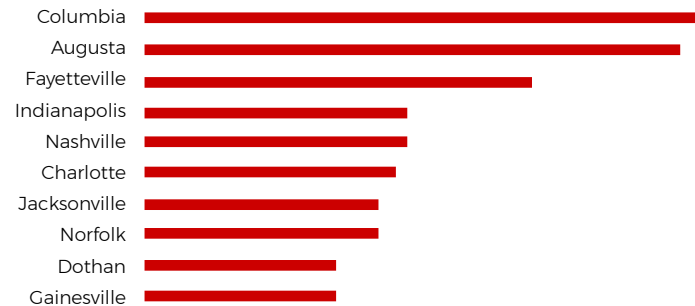
Despite advertising more on TV overall, the concentrated TV spending by its competitor made its share-of-voice (SOV) appear comparable to the big box brand.

The big box brand could offset its competitor's SOV on major broadcast and cable networks by targeting viewers of those TV ads in key markets, as well as retargeting viewers of its own ads.

Nationwide TV Ad Airing SoV by Network (Brand vs. Competitors)



Impressions Delivered Across all DMAs



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The Plan.

Alphonso enabled the big box brand to complement its TV campaign by reaching exposed to its own TV ads, on digital. The big box brand was also able to conquest audiences exposed to TV ads from other big box and apparel retailers (eight in total) by isolating those audiences and showing them its own video ads, across mobile devices and the web.

Viewers were shown video ads on mobile, tablet and desktop in 28 select DMAs to drive brand preference.

Ad impressions in individual DMAs were optimized during the course of the campaign according to delivery performance.



Brand Ad



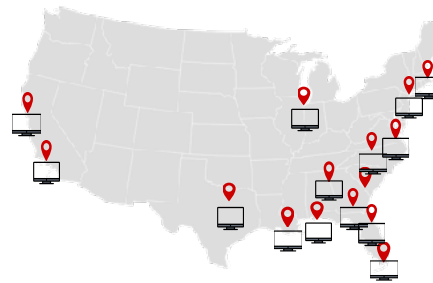
Brand Ad



Competitor Ad



Brand Ad



Competitor Ads



Brand Ad

04

Results.

Impressions **VCR (Video Completion Rate)**

Video Performance by Device

Total Desktop	11.3M	75%
Total Mobile	17.1M	80%

Video Performance by Device

Total Complement	14.1M	75%
Total Conquest	14.3M	81%

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Inights.

- High engagement for the ads as shown by **78%** VCR, which is higher than normal benchmarks
- The Conquesting tactic (showing video ads to viewers of competitors' ads) performed better than the Complement tactic (showing video ads to viewers of its own TV ads) with **81%** and **75%** VCR, respectively
- Mobile and Desktop performed consistently well over a period of 6 months with **80%** mobile completion rates and **75%** desktop completion rates; budget was optimized with mobile based on better performance
- **Next:** Quantify the impact of driving brand preference of a follow-on campaign with a third-party study
- **Next:** Understand the offline impact (foot traffic) of TV advertising with a follow-on campaign that ties ad exposure to visitation of the big box's physical stores - this initiative would take advantage of Alphonso Insights' Closed Loop Attribution offering with location data

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