

Case Study: OTT Measurement

Challenge

A direct-to-consumer brand started experimenting with OTT ads to reach audiences who were not reached via linear TV ads. They were looking for a robust solution that can measure both linear and OTT ads.

- Measure incremental reach from OTT
- Find way to optimize performance for linear + OTT ads together

Solution

Alphonso worked with the company to measure which linear and OTT networks, shows, dayparts and frequencies were driving the most visitors and conversions. Every two weeks, the company adjusted its OTT buys using the data provided in their self-serve Alphonso Insights dashboard.

Results

- Applying Alphonso Insights resulted in improving the visitation rate and get incremental reach from OTT
- OTT ads provided an unduplicated reach of 81%
 - Reach and Frequency analysis - Frequency capping across TV and OTT
 - Reduced waste by eliminating non-performing airings

