



Retail Advertiser Case Study

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The Challenge.

A retail brand had less than 10% share-of-voice (SOV) on TV in an extremely crowded retail landscape. TV advertising gets especially busy during the holiday shopping season as all major brands, not just retailers, want to get in front of consumers for mindshare during the critical buying period.



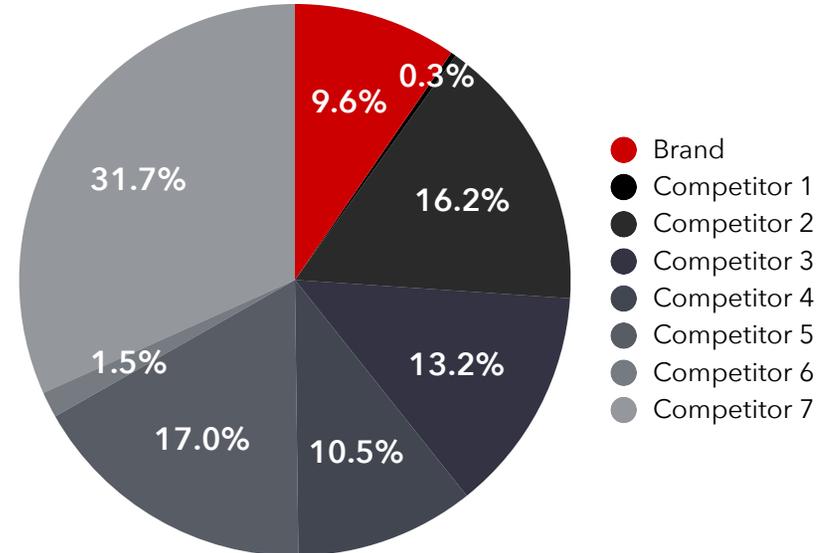
02

Analysis.

With less than 10% share of voice, a major retail brand was running more TV ads than only one of its competitors. The largest competitor showed more than three times as many ads as the retail brand. The brand had been investing its television buys primary on kids networks and shows.

Reviewing the ad airing data from Alphonso Insights, the retail brand found it could complement its smaller TV share of voice by: emulating a few of its competitors' audience ad approaches, expanding reach by showing ads to moms, reaching families that watched holiday shows, and showing ads to its retail competitors' TV audiences.

Competitive Share of Voice by Ad Airings



03

The Plan.

- Complement: Target viewers of its own TV ads
- Conquest: Target viewers of competitive TV ads from nine other retailers
- Content: Target viewers of holiday content, with special emphasis on showing video ads on Black Friday and Cyber Monday



Brand Ad



Brand Ad



Competitor's Ad



Brand Ad



Holiday Content



Brand Ad

04

Results.

4.9M Video Impressions

79% VCR (video completion rate),
132% of the industry
benchmarks

0.4% CTR, above in-app video
CTR benchmark of 0.1%

Impressions	VCR	Above Benchmark
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Total Complement

2.1M	77%	129%
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Total Conquest

2.2M	80%	134%
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Total Content

680K	83%	139%
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Impressions were delivered with special heavy up on
Black Friday and Cyber Monday.

Benchmark : Avg VCR : 60%.

05

Insights.

- High engagement for the ads as shown by **79%** Video completion rate which is higher than normal benchmarks of **60%**.
- Content tactic had a higher VCR of **83%** followed by conquest and complement with **80%** and **77%**, respectively, which is higher than the benchmark of **60%**.
- Ads with higher discounts had higher VCR
- Alphonso reached the audiences during lunch time and prime time to target the audience during their free time.
- **Next:** Introduce display buys where Alphonso can optimize for clicks and drive more website visits.
- **Next:** Alphonso can help build higher SOV on under-invested TV networks on mobile like MTV, E!, and Lifetime by showing video ads to those audiences.
- **Next:** In the next campaign, understand offline sales impact through Closed Loop Attribution, measuring foot traffic and store sales of audiences exposed to TV advertising.

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