

UNIFIED TV AD MEASUREMENT

Justifying and Optimizing Linear and Streaming TV Advertising

Challenge

After expanding from linear TV advertising into streaming, Amica measured performance based on brand awareness and video completion rates. The brand wanted to further justify and optimize the investment but lacked the ability to measure incremental conversions achieved through streaming or compare individual OTT publisher performance.

Solution

Amica utilized iSpot Unified Measurement to analyze the incremental reach and performance of ads running across linear TV and major streaming providers. The analysis showed that:



Executive Summary

Amica, a leading mutual insurance company, used iSpot Unified Measurement to measure the conversion rate of audiences exposed to streaming TV ads compared to linear TV ads to justify and optimize advertising investments. Amica found that OTT is a viable and valuable complement to traditional TV buys, driving 6x higher conversion rates than linear TV ads alone.

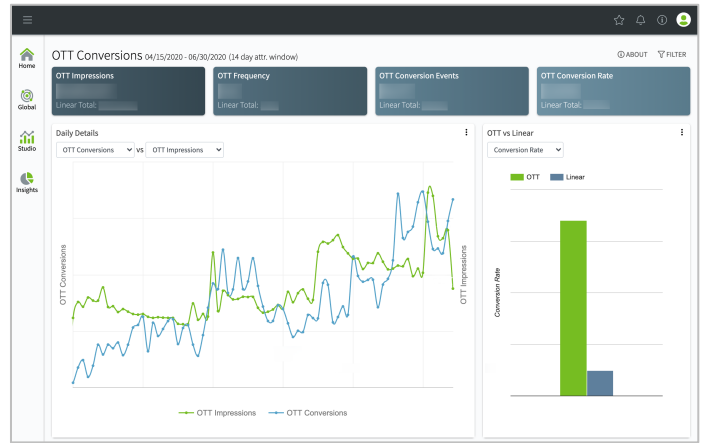
"The iSpot Unified Measurement platform provided us with important insights into publisher and creative performance and will help inform and maximize the impact of future OTT investments."

— James Bussiere
Senior Vice President of Marketing

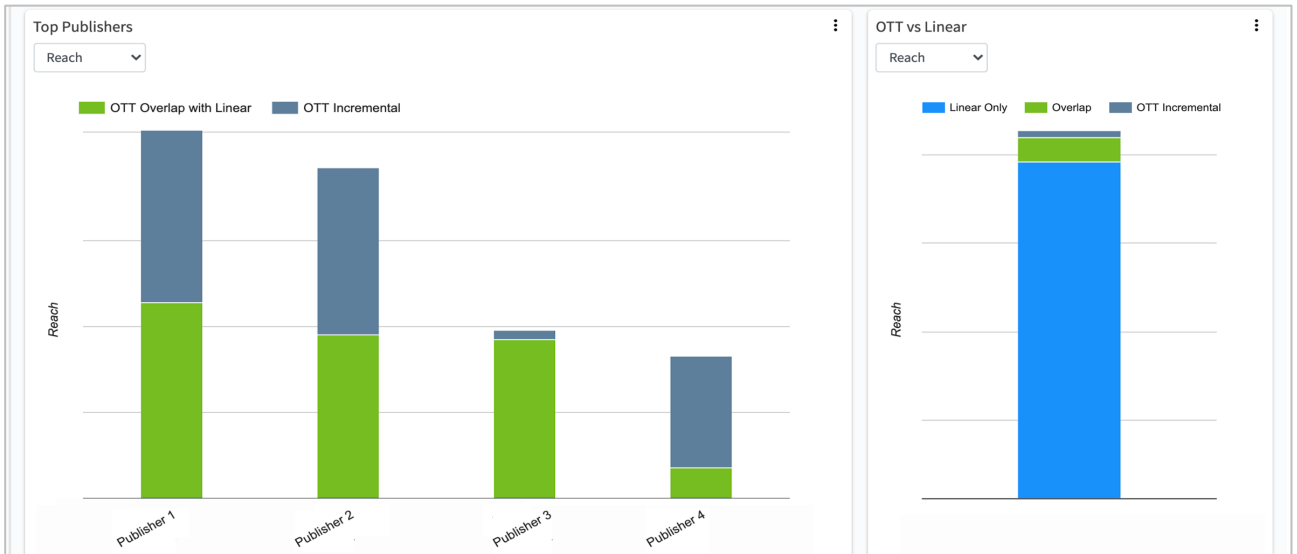
Benefits

With iSpot's Unified Measurement, the Amica team gained:

- ✓ Visibility into deduplicated reach and conversion rates of linear versus streaming ads
- ✓ Timely and granular performance measurement of various ad lengths and creatives
- ✓ Detailed breakdowns of reach and conversion rates across individual OTT publishers



By bringing all TV ad data together into a single platform, the Amica team can quickly and easily identify top performing OTT publishers



Success

Amica was able to prove that advertising on streaming platforms expanded reach and increased brand awareness, while also driving strong business outcomes. With the help of Unified Measurement, Amica was able to:



Prove that streaming ads converted at a **6x higher** rate than linear ads



Identify OTT publishers with high conversion rates to continue to invest in



Determine that 15s streaming ads are more effective in driving conversions and adjust media plan accordingly