

A woman with long dark hair, smiling, is wearing a thick yellow turtleneck sweater, red leather shorts, black fishnet tights, and red patterned boots. She is holding a large bunch of yellow balloons. The background is a solid yellow color.

# ADDRESSABLE TV

Helping Advertisers  
Deliver the Right  
Messages to the  
Right Customers  
in the New TV  
Landscape



# Driving Results in the New TV Landscape

Data and technology have fundamentally reshaped the medium of TV, bringing new opportunities to both consumers and advertisers. Audiences are watching more video content and accessing that content on more platforms and devices than ever before.

These technology-driven consumption changes are creating a proliferation of valuable data for advertisers, bringing new insights and unlocking new opportunities to reach potential customers.

For advertisers, this means that the “New TV” environment now combines the power of TV – including scaled reach, quality content, and strong engagement – with the best of digital – including buying ease, clearer attribution, and more precise targeting capabilities.

Today, TV is a full-funnel solution, and addressability plays an important role across all stages of the path to purchase.

All products and capabilities featured here are available to qualified advertisers.





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# WHAT IS ADDRESSABILITY?

Addressability refers to the capability of targeting specific audiences based on characteristics like demographics, psychographics, and geography. It involves matching this audience data with viewing trends in order to deliver ads to groups within defined segments.

Addressable video advertising can be delivered to IP-connected devices, such as connected TVs or computers. Addressable TV advertising can be used to target ads at the household level in accordance with business and consumer privacy compliance requirements.

In other words, **addressable advertising uses data and technology to deliver each advertiser message to the most receptive audiences.**

Generally, viewers may see addressable TV advertising in two types of content:



**Digital TV and Video:** Long- and short-form programming can be delivered on any screen via a website or app. This content is dynamically served to users watching video in a browser or app via any connected device, such as a gaming console, smart TV, computer, or mobile device. Addressable ads within this format can be served based on the audience characteristics associated with each device or household.



**Live and Time-Shifted TV:** For linear TV, certain ad inventory is allocated to content distributors (e.g., cable providers) and may be used to serve addressable ads to households within particular audience segments (for instance, households with particular demographic traits) within a geographic area or region. Distributors can also work with television networks to enable addressability within national ad inventory. This is what is commonly known as linear addressable TV advertising.

1. Source: Comcast Advertising's research, commissioned from Advertiser Perceptions, May 2019; 290 U.S. advertisers and agencies.



**92%**  
of advertisers agree  
that enabling greater  
**addressability is very**  
**important** to the future  
of TV advertising.<sup>1</sup>

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# HOW CAN ADDRESSABILITY HELP MY TV ADVERTISING CAMPAIGNS?

TV advertising has traditionally been used as an “upper-funnel” tactic to drive brand awareness. However, in the New TV environment, TV can provide value throughout the entire consumer purchase funnel, driven largely by greater addressability.



Upper Funnel:

## Awareness

**Using TV to Build Broader Reach of the Right Audiences**

Traditional TV ad campaigns efficiently deliver broad levels of consumer awareness and can be used as the foundation for any addressable campaign. Advertisers can use traditional TV to begin nurturing potential customers and driving them down-funnel.

At this stage, addressability may be added to a traditional TV campaign to deliver incremental reach of consumers who are less likely or yet to be exposed to an advertiser’s TV campaign.

### Takeaway:

Use TV for what it does best:  
Reach a lot of people in a short window of time.



Middle Funnel:

## Consideration & Intent

**Driving Consideration and Intent with Addressable Messaging**

Addressability makes it possible for marketers to send different creative content to different audiences. Advertisers can speak to consumers at different stages of consideration by targeting specific consumer subsegments.

This means you can deliver promotional offers to prospective customers while delivering renewal messaging to existing customers. Then, as households move down the funnel, you can send them other messaging variations without delivering those ads to the broader viewer base.

### Takeaway:

Use addressable TV to target strategic audience segments for mid-funnel consideration.



Lower Funnel:

## Sales

### Extending the Customer Relationship

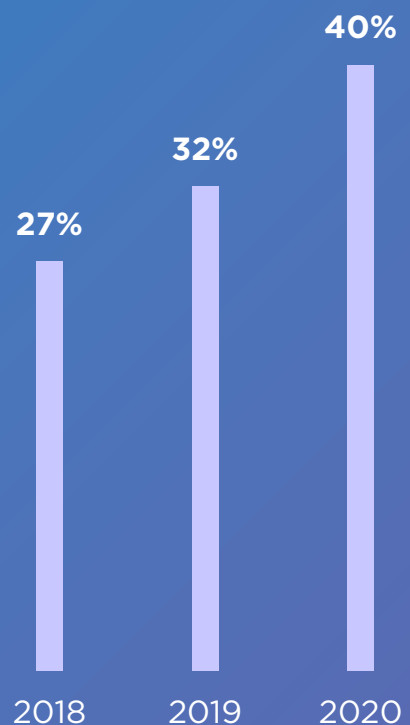
Addressable TV advertising can even be used to communicate to consumer households that have completed a sale. Brands can use this capability to inform customers of new features or service-related offerings and reinforce a purchase decision.

Additionally, addressable TV advertising can stimulate the usage of a product by targeting ads to audiences with specific characteristics or consumption behaviors.

### Takeaway:

As part of a balanced TV mix, use addressable TV messaging to target specific audiences and optimize messaging for lower-funnel action and attribution.

In 2020, advertisers expect to allocate **40%** of their total **TV budgets** to audience-based TV.<sup>2</sup>



2. Source: Comcast Advertising's research, commissioned from Advertiser Perceptions, April 2019; survey of 150 U.S. advertisers and agencies. For the purpose of this study, audience-based TV is defined as buying granular audiences (beyond basic demographics) in lieu of or in addition to content.

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# EXECUTING AN ADDRESSABLE TV CAMPAIGN: CHECKLIST FOR SUCCESS

Once you've decided to invest in addressable TV advertising, follow these steps for a smooth and effective ad campaign.



## 1. Determine Your Objectives

Deciding what you want to accomplish is the crucial first step for any ad campaign. Consider whether you want to focus on branding, increasing consideration, boosting purchase intent, or encouraging loyalty in existing customers – or some combination of these. Then decide specifically what products or services you want to promote. **Your objectives can guide you in determining not only your messaging, but also the audiences most likely to be interested in that messaging.**



## 2. Produce Creative

With addressability, you can **deliver different creative versions to different audience segments**. Tweak your messaging and make a few versions of your ad to match against your various audience segments. If you don't have in-house creative capabilities, partner with an ad agency like Mnemonic, the creative services agency of Effectv. Mnemonic can help with all your creative needs, including producing a custom ad and versioning it for each audience segment.



### 3. Use Data Insights to Find Your Audiences

Effectv makes it easy to pinpoint your ideal audience segments. With insights from a blend of Comcast viewership data and third-party data from more than 30 providers, you can **identify up to four addressable segments to receive tailored ad versions**. We can even incorporate customer data you provide, matching it against our viewership data to create even more precise and customized audience segments. With these data-based insights, we can **determine the best campaign delivery strategy for maximum impact**.



### 4. Deliver Your Message

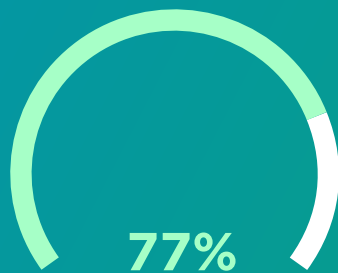
Effectv helps ensure your ad is being shown at the right times, on the right platforms, and in the right content, across screens. **Run your ads across the networks and dayparts your audiences are most likely to watch**. Serve a different creative message to each audience segment within a single spot. Plus, expand your reach to target the same audiences across premium digital video.



### 5. Review Metrics and Optimize

Look back at your full campaign and see how your business metrics have changed in the same time frame. You may be able to **find correlations between your campaign and results like increased web traffic, higher sales, and more qualified leads**. And with a post-campaign report from Effectv, we can help you analyze performance metrics for each audience segment by network and daypart, giving you confidence that your ads are working. Then, get expert guidance from Effectv account executives to optimize future campaigns and improve performance based on campaign results.





**of advertisers**

believe it would be  
valuable or very valuable  
to their ad strategies  
to bring greater  
addressability to TV.<sup>3</sup>



**advertisers**

are interested in using  
addressable TV over the  
next 12 months.<sup>4</sup>

3. Source: Comcast Advertising's research, commissioned from Advertiser Perceptions, May 2019; 290 U.S. advertisers and agencies.

4. Source: Comcast Advertising's research, commissioned from Advertiser Perceptions, May 2019; 290 U.S. advertisers and agencies. (Includes respondents who said they are very likely, likely, or somewhat likely to use addressable TV over next 12 months.)

# INTRODUCING EFFECTV'S ADDRESSABLE FULL AVAIL SOLUTION

Effectv can help you launch the most successful linear addressable TV campaign for your specific brand. We can help you craft the right strategy to reach your ideal audiences at every point in the funnel.

Our Addressable Full Avail solution offers you the ability to reach multiple audience segments with a custom, creative message at the household level, while also reaching a broad audience to build brand awareness with your default creative across the DMA.

Advertisers also receive post-campaign reports showing performance metrics for each audience segment by network and daypart, providing valuable reach insights and optimization opportunities.



# About Us

Effectv combines the power of TV with advanced analytics to bring brands and audiences together. As the advertising sales division of Comcast Cable, Effectv delivers traditional television and premium digital video advertising to efficiently and effectively reach the right audiences.

## OUR PROMISE

Since our founding in 2003, we've expanded our offerings and capabilities to match the demands and potential of an evolving media landscape and the New TV environment. That's why we changed our name to Effectv in fall 2019. This new name signals a promise to our clients: that we will continuously innovate to provide the most effective advertising solutions for their businesses.

## OUR OFFERINGS

Today, our CrossReach solutions combine audience targeting capabilities with valuable data insights and high-quality content, enabling advertisers of any size to reach audiences that are highly engaged and receptive to brand messaging. Rounding out our offerings are in-house creative services to help craft branded messages and campaigns.

By applying these complementary tools and capabilities within a single end-to-end approach, we simplify the often-complex mission of multimarket advertising. We provide one comprehensive destination for TV and digital advertising, helping clients of all sizes launch the most streamlined and effective ad campaigns possible.

Discover how addressable  
TV advertising can help you  
achieve your business goals.

Visit [www.Effectv.com](http://www.Effectv.com)  
or call 888.877.9799.

