

# D A T A B U I L D S B R A N D S

THE WHY AND HOW OF MAXIMIZING REACH  
IN A NEW TV WORLD



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# EXECUTIVE SUMMARY

Marketers today have more ways than ever to reach their audience, and more data than ever to inform their strategies. As we laid out in our 2019 whitepaper, [“The New TV,”](#) data is not just for digital advertising anymore. Now, TV advertisers are taking advantage of advancements in data and technology to reach consumers with TV ads throughout the marketing funnel. This includes the addition of mid-funnel and bottom-funnel tactics that were once considered the realm of digital media.

But while targeted messaging that reaches consumers closer to the point of purchase has an important role in the overall marketing mix, research has shown that this type of lower-funnel messaging works best as part of a broader media strategy. Building awareness with high-reach campaign strategies is still critical for all advertisers to stay top-of-mind, even the most well-known companies. The question is: how do advertisers build reach in a New TV world where an abundance of choice in both content and distribution platforms continues to splinter audiences?

In this paper, we attempt to answer that question. First, we look at the trend towards over-targeting and show why broad reach and awareness are still critical ingredients to any marketing plan. Next, we explain how the same forces that are contributing to TV audience fragmentation have opened up new sources of data that can help advertisers take an “audience first” approach to their TV buys — achieving reach in the most efficient way possible, and driving greater sales and revenue as a result. And finally, we provide marketers with a six-step roadmap towards achieving this reach with TV advertising. Our data shows that greater reach can be achieved by focusing on more networks, broad dayparts, longer flights, layered geo-targeting, high value programming, and OTT. We’ll tell you how.

Today, as always, reaching consumers throughout all stages of the sales funnel is important. Despite changes in media and viewing patterns, the fundamentals of marketing have not changed. By putting enough focus on reach, marketers can ensure their sales funnel is full, resulting in the ultimate win: greater purchase intent and sales down the line.

## Key Takeaways: Six Best Practices for Achieving Reach



**More Networks:** Increasing the number of networks in a campaign increases reach



**Broad Dayparts:** Marketers can achieve the highest reach by taking advantage of all dayparts



**Long Flights:** With similar investments, 90-day campaigns consistently deliver higher reach than 30-day campaigns



**Layered Geo-Targeting:** Focusing on the areas that matter most drive incremental reach



**High Value Programming:** Campaigns that incorporate sports deliver higher reach than campaigns with no sports



**Over-the-Top (OTT):** Brands can reach hard-to-find audiences by using OTT as a complement to TV

# INTRODUCTION

## TV REDEFINED

For over half a century, TV has been a critical advertising medium for brands. The reason is simple: TV reaches a lot of people in a short period of time. But today, TV has been redefined, and its marketing capabilities have expanded. This ground-shifting transformation has been the result of two key factors: First, the way in which consumers are watching TV has changed, with more screens and more content than ever. The second cause is the growth and availability of data, which has fundamentally shifted how TV can be bought and sold.

## A CONSUMER VIEWING REVOLUTION

In the past, TV was a medium that brought people together for a shared viewing experience in a single location, at a given time. But now, more TV content is available to consumers on demand across multiple devices. Time and place boundaries have been expanded, or in many cases, eliminated. Consumers in 2020 are spending well over 5 hours per day with TV and digital video,<sup>1</sup> without enough hours in the day to watch everything available.

And content distribution options are growing. In the past year alone, several major media companies have announced or launched streaming services, including Apple TV+, Disney+, and NBC's Peacock. This fragmentation, and the increase in non-ad-supported programming, has made it more difficult for advertisers to reach their audience using traditional content-based TV buys, and challenged the industry to find new ways to reach them.

## DATA AT THE FOREFRONT

The second major factor at play in the New TV World is the availability of data that provides audience insights, and the technology that goes with it. These innovations have made TV advertising smarter, allowing marketers to match audience insights to media insights, to reach those audiences at the places, times, and screens that drive the best outcomes. Thanks to data, advertisers can connect with viewers using audience-based strategies, rather than using content as a proxy for their desired audience.

Evolutions in data and technology have changed television so much in the past decade that last year we suggested a new term is necessary to fully represent its impact: "The New TV." As discussed in [Effectv's whitepaper on the topic](#), TV is now a full-funnel solution. This opens up a world of opportunity for marketers to find and reach their audiences wherever they are. But how much targeting – in both TV and digital – is too much?

## FINDING THE BALANCE

In today's fragmented and data-rich world, marketers face a complex challenge: they must determine how to use this plentiful data without ignoring the top of the funnel, because if they don't fill the top, there will be no one to convert later on. The good news is that the New TV can do it all. Data can be used to find TV viewers most likely to make a purchase (low in the funnel), but can also be used to most efficiently reach those who are just learning about a product or service (top of the funnel.) Because even in our New TV world, one thing has always remained true: Reach matters.

## Brand Building vs. Sales Activation

How they are different and why they are both important<sup>2</sup>

### Brand Building

Creates Mental Brand Equity

Influences Future Sales

Broad Reach

Long Term

Emotional Priming

### Sales Activation

Exploits Mental Brand Equity

Generates Sales Now

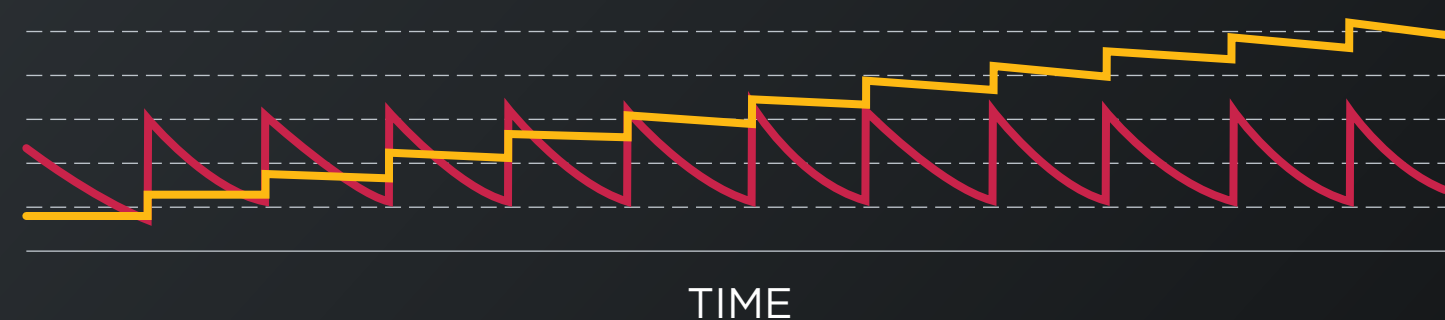
Tightly Targeted

Short Term

Persuasive Messages

Both components of any advertising strategy, brand building and sales activation must work together to drive results for an advertiser. As shown below, while sales activation strategies lead to short-term sales uplifts, brand building – which is achieved through high-reach campaigns – contributes to long-term sales growth that is critical to a brand’s success.

SALES UPLIFT OVER BASE



### Brand Building

Long-Term Sales Growth

### Sales Activation

Short-Term Sales Uplifts

# THE ROLE OF REACH IN A TARGETED WORLD

## THE LURE OF TARGETING

The amount of data insights available to marketers today is at an all-time high, making it easier for a brand to reach their desired customers close to the point of purchase. For this reason, lower-funnel, data-enabled targeted advertising is incredibly tempting to marketers, who are eager to directly attribute sales revenue to ad spending on both digital and TV.

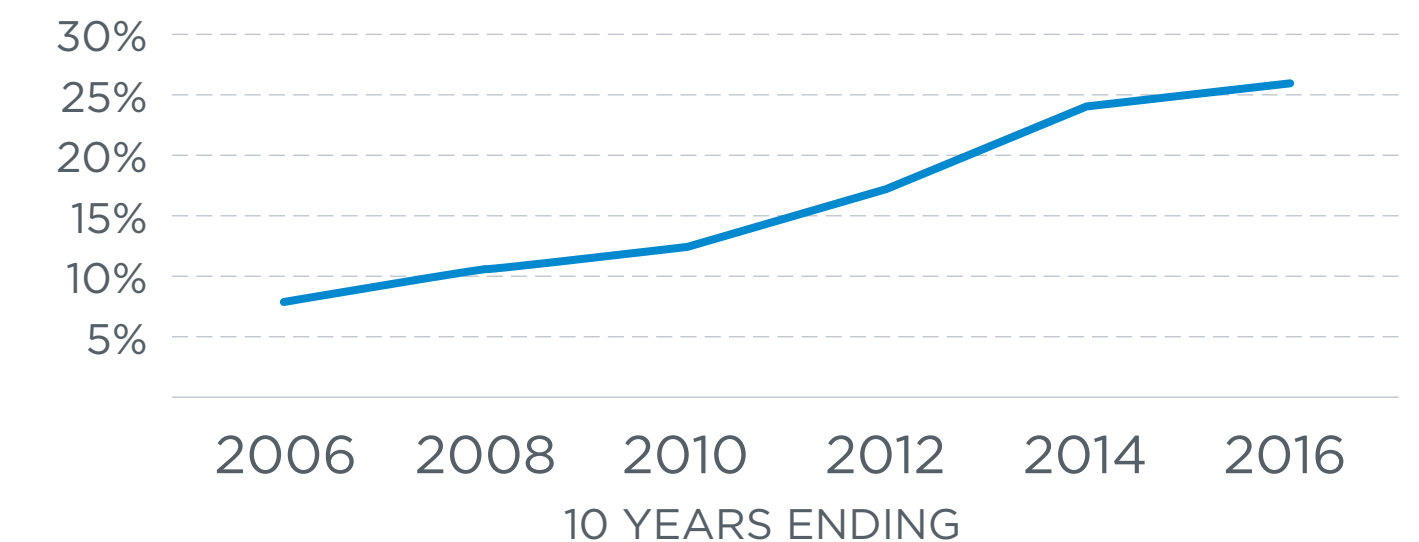
## RETHINKING TARGETING STRATEGIES

No question, lower-funnel tactics are valuable for activating sales. But there is the crucial question: how far is too far? How can consumers become interested in purchasing a product if they don’t even know about it?

Today, marketers have started to wonder whether the pendulum has swung too far towards targeting, resulting in an over-investment in performance-based marketing at the expense of their brand. And data shows that awareness does matter. According to research from The Institute of Practitioners in Advertising (IPA), short-term, lower funnel campaigns have been on the rise in the last ten years, while conversely brand building effects have declined. In short, marketers have sacrificed the power of awareness for the sake of targeting.

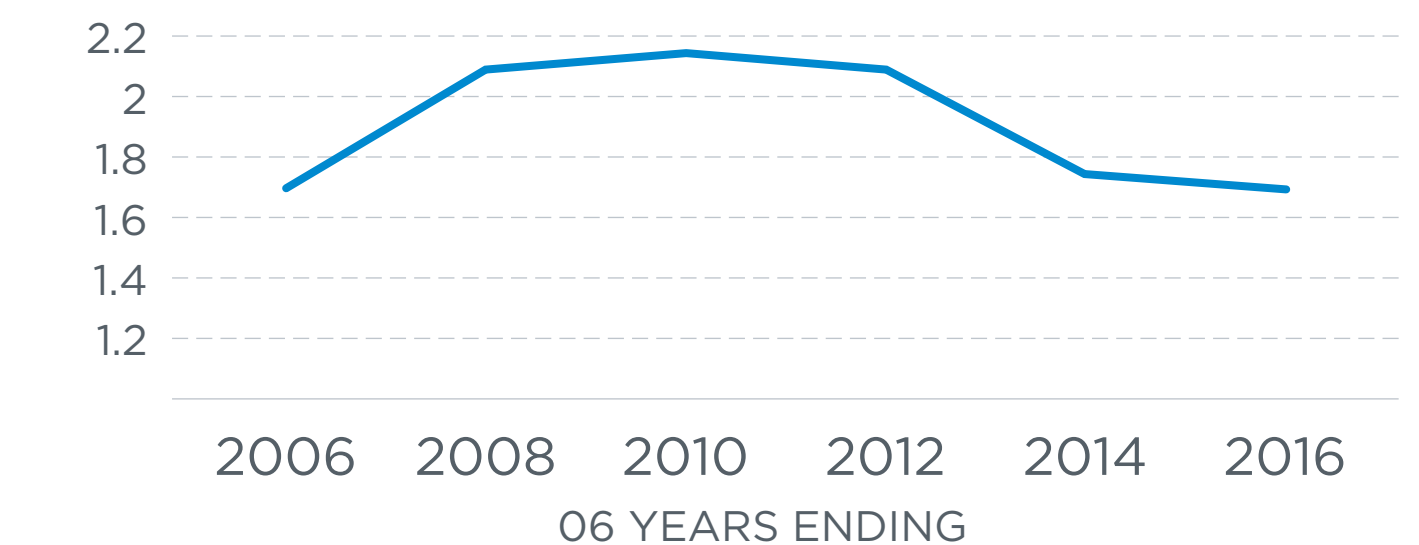
Short-term, lower-funnel campaigns are on the rise<sup>2</sup>...

% CASES SHORT-TERM



...and the brand building effects of campaigns have declined<sup>2</sup>

# OF VERY LARGE BRAND EFFECTS



<sup>2</sup> **Definition of a Brand Effect:** A measure of seven brand metrics including awareness, differentiation, and image, therefore a leading indicator of growth.

## MOVING BACK UP THE FUNNEL

The reality is that in a New TV world, broad reach and upper level funnel awareness are still vital for advertisers to grow their brands and reach customers who weren't already planning to make a purchase. Insights gleaned from new sources of data have led to exciting and revenue-generating opportunities for advertisers, but sales cannot rely on targeting alone.

When marketers consider a media plan that includes both upper and lower funnel tactics, they see the best outcomes. According to proprietary research Effectv commissioned with Media Sciences, TV helps improve the effectiveness of digital when the two are used in conjunction with one another. In this study, ads that aired on both TV and digital had more time spent watching them (based on eye-tracking measurement), better recall, and - most notably - a lift in purchase intent.<sup>3</sup>

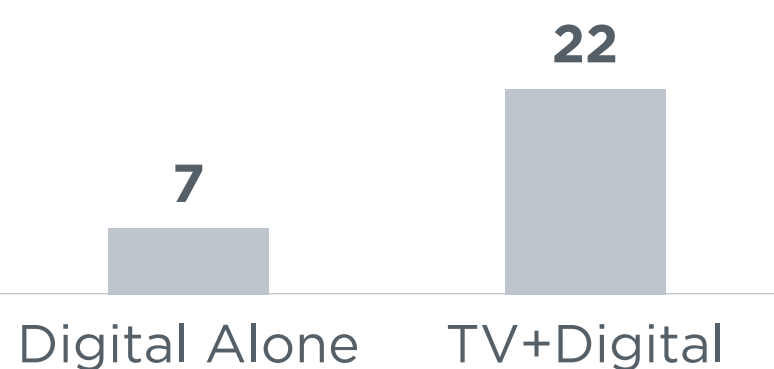


### More Visual Attention

**3X**

More time spent with ads when aired on TV+Digital compared to Digital alone

Visual Attention  
Time Looked (Sec)

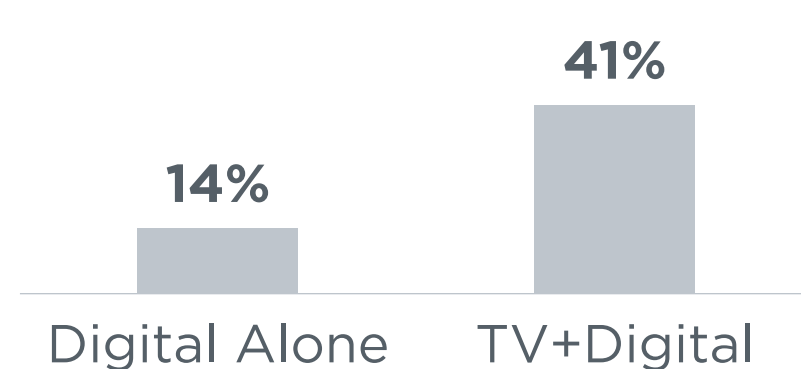


### Better Recall

**2X**

Higher brand recall when a digital ad is accompanied by a TV ad for the same brand

Unaided  
Recall

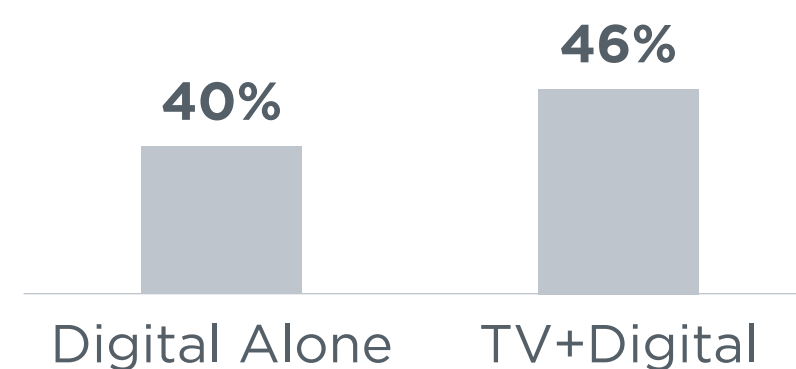


### Lift in Purchase Intent

**+15%**

Lift in purchase intent when ads aired on TV+Digital compared to Digital alone

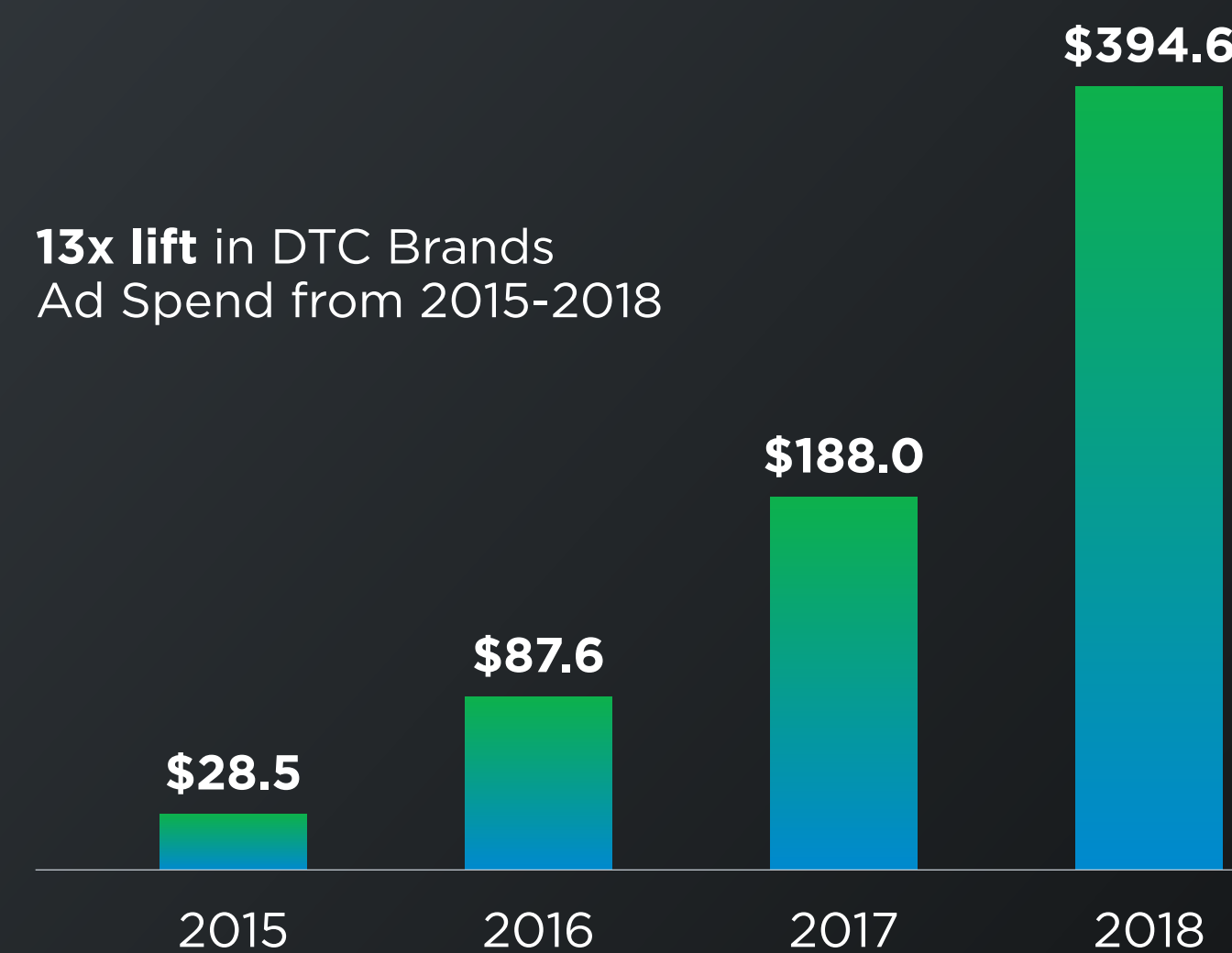
Purchase  
Intent



## Real-World Example: DTC's Flight to TV

Pointing to a shifting trend, even direct-to-consumer brands like Peloton and Warby Parker, who have traditionally built their businesses on targeted digital marketing, understand the importance of balancing broad reach tactics with their targeted efforts in order to drive sales growth. Television advertising spend by DTC brands saw a 13x lift from 2015 to 2018.

DTC (Direct-to-consumer) Brand Spend on TV Advertising Nationally (Billions)<sup>4</sup>



## THE BOTTOM LINE ON THE UPPER FUNNEL

By maximizing reach to a broad or a targeted consumer base, marketers can break through the clutter and stand out from the competition. They are increasing their chances of getting a potential customer's attention (perhaps one that never considered the brand previously) and then moving them swiftly down the marketing funnel towards purchase.

Moreover, in today's fragmented and targeted media world, data is critical for achieving awareness and reach on TV efficiently and effectively. Data can help advertisers reach their audience by focusing their dollars on the locations, times, and screens that make the biggest impact, and in doing so, confirm the dollars are driving results.

## Why Lower Level Tactics Are Not as Efficient as They May Seem: The Pizza Coupon Example<sup>5</sup>



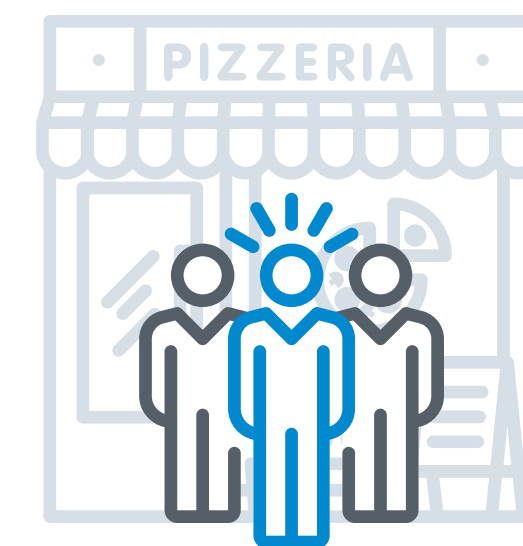
A pizzeria hires **3 people** to hand out coupons



Many customers show up with coupons from **1 of the 3 people**



The **other two** can't figure out why, so they ask him



He says, "**I stand in the waiting area of the pizzeria**"

What can we learn from this example about the power of reach? Pizzerias do not attract more customers by giving coupons to people already planning to purchase a pizza; they need to "follow their audience" to reach people, outside of the pizza store, who weren't already planning to buy a slice.

# SIX BEST PRACTICES FOR MAXIMIZING REACH

Marketers use television in many different ways for advertising; but the reality is that some strategies are more effective than others at maximizing reach. By analyzing tens of thousands of campaigns across 17 million households in the Comcast footprint, we identified how thousands of advertisers maximized reach successfully. Based on that data, we have developed a six-step plan for marketers to maximize reach, consisting of three foundational strategies, and three additional recommendations to extend reach.





# SECTION ONE: FOUNDATIONAL STRATEGIES

1



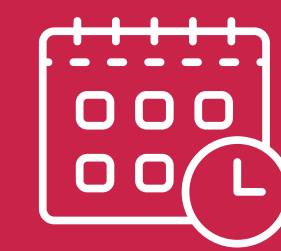
**More  
Networks**

2



**Broad  
Dayparts**

3



**Long  
Flights**

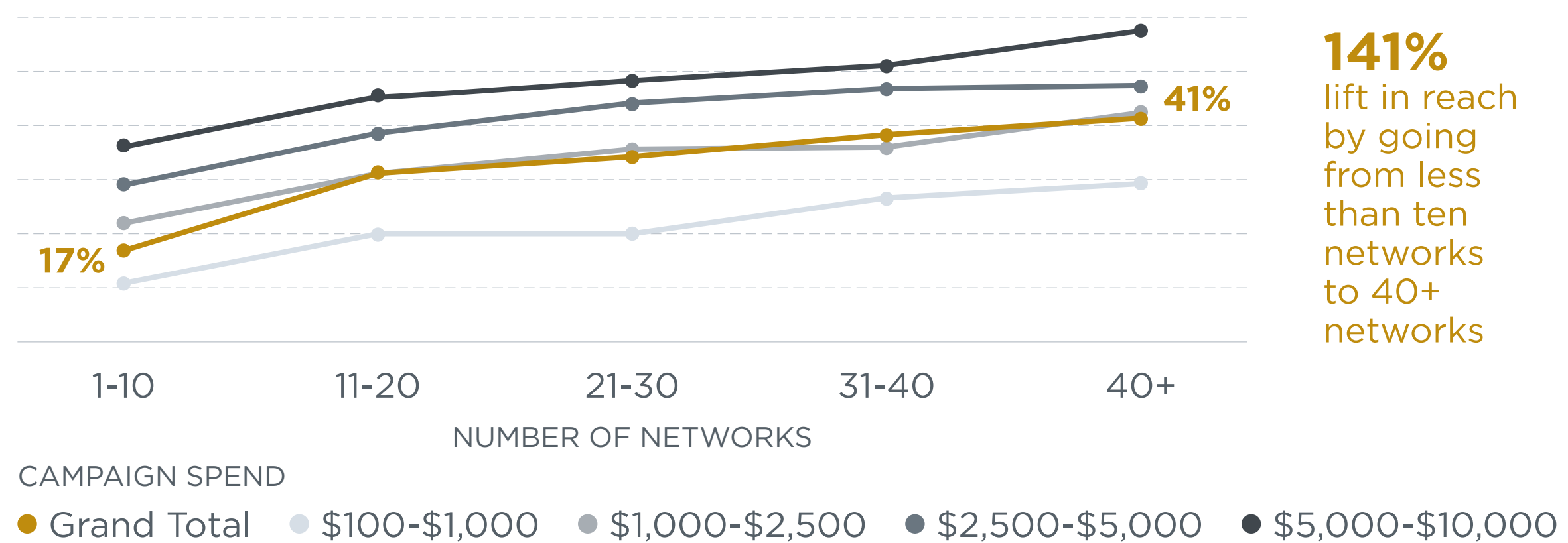
## 1 Increase Reach By...

# BUYING MORE NETWORKS

There are more content options than ever before in the New TV world. Households and their video habits are like snowflakes - no two are exactly the same. For example, among Comcast cable households, there are 308 different “most-viewed” networks<sup>6</sup> (defined as the network households spend the most time with). As a result of these diverse viewing habits, advertisers that add more networks to their campaign are likely to reach more of their intended audience.

📌 **Best Practice in Action:** An analysis of over 42,000 Effectv television campaigns showed that campaigns that aired across more networks (even as high as 40 different networks) delivered a reach more than double that of campaigns that aired across fewer than ten networks. And this was true regardless of the spend level - so even smaller budgets were more impactful when spread across multiple networks.

### Campaign HH Reach by Number of Networks<sup>7</sup>



2 Increase Reach By...

# BUYING BROAD DAYPARTS

Viewers today are not just watching their favorite shows in the evenings; instead, they are watching television all day, every day. In fact, more than two-thirds of all viewing (68%) occurs outside of primetime, and this is true across all audience segments.

Too often, marketers think their customers are too busy or working during the day, and therefore avoid those time periods with their media buys. But the truth is, just as many executives, homeowners, vehicle intenders or any segment you can think of can be reached outside of prime as during primetime. That is, nearly all of them.

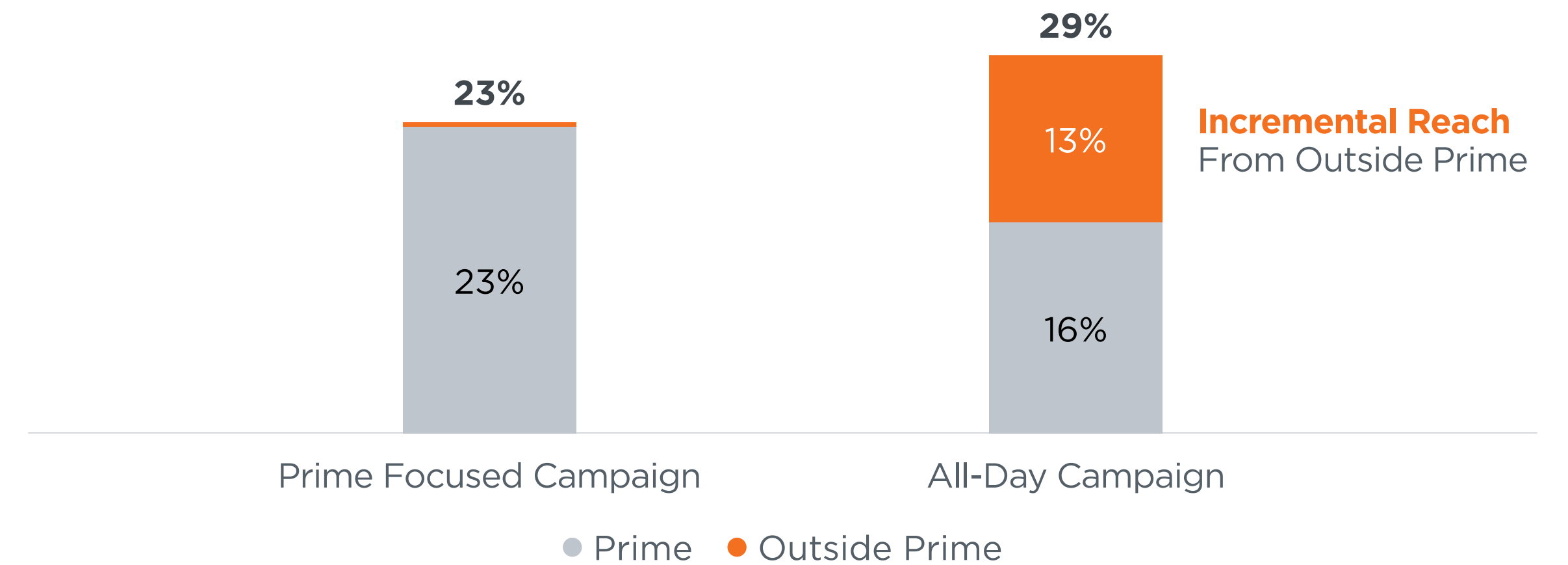
To maximize reach, advertisers should resist the temptation to only focus on prime, which can be less efficient and can limit reach potential.

**Best Practice in Action:** In the analysis at the right, two auto advertisers in the same market had similar spends in the month of October. One invested primarily in primetime and the other advertised throughout the day. The prime-focused campaign reached 23% of new car intenders in primetime; the broader campaign reached 16% of new car intenders in primetime - *plus* an incremental 13% of new car intenders outside of prime, bringing the total campaign reach of the broad rotator schedule to 29%, a full six percentage points higher than the prime-only schedule.

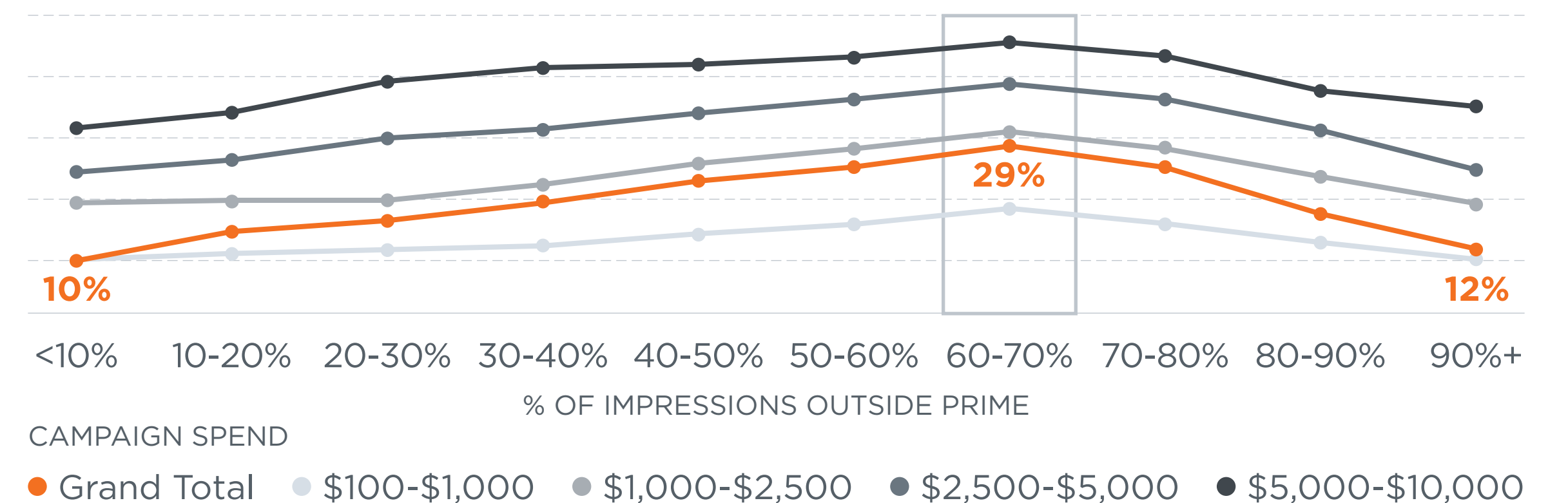
It goes without saying that primetime is a valuable buy for most advertisers; however, it's important to consider prime as part of a well-balanced campaign and not the sole focus of a campaign. Based on an analysis of over 42,000 campaigns, we determined the ideal mix to yield the highest reach.

**The Sweet Spot:** We found that campaigns that had 60%-70% of total impressions come outside of prime tended to deliver the highest reach.

In Market For New Vehicle HH Reach<sup>8</sup>



Campaign HH Reach by % of Impressions Outside of Prime<sup>9</sup>

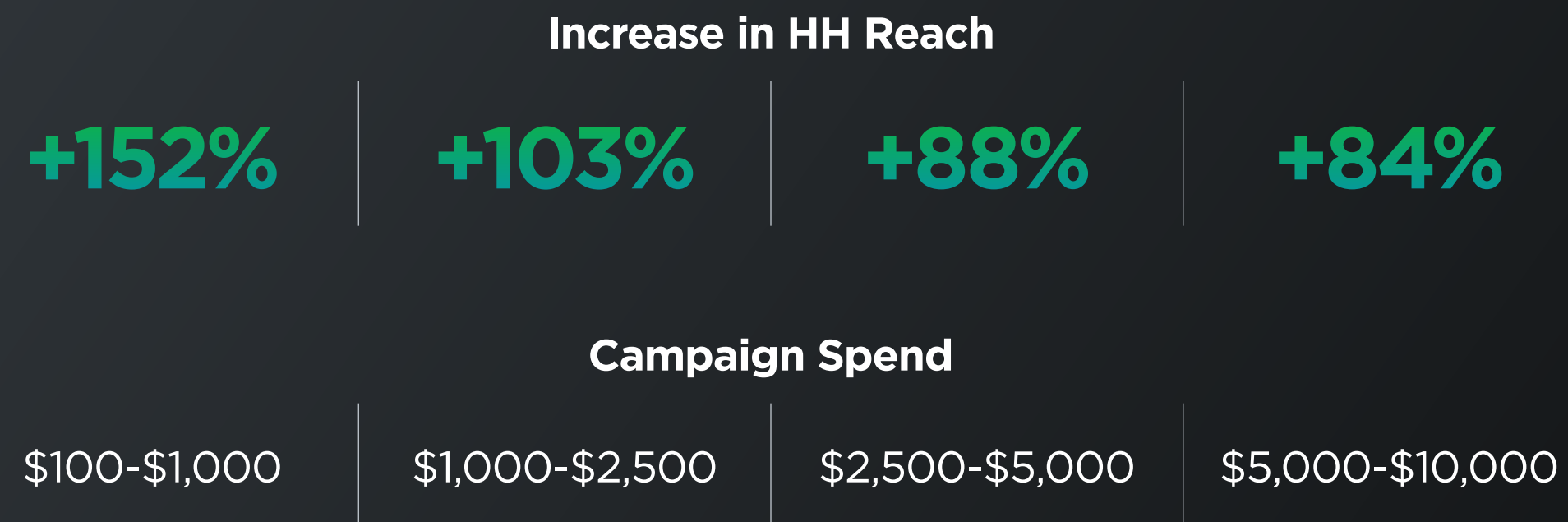


## Going Deep on Dayparts and Networks Drives Results

Television has changed, and viewing is no longer specific to a few networks in primetime. Broad dayparts and a deep list of networks should be the base of all television campaigns, because both help to drive incremental reach and when done together, the results are powerful.

**Campaigns that incorporate more networks and broad dayparts deliver double the reach of prime focused campaigns limited to a few networks,** regardless of spend level (though it is worth noting that the impact is more substantial in smaller campaigns.)

Campaigns with **more networks** and **broad dayparts** deliver **double the reach** regardless of spend<sup>9</sup>



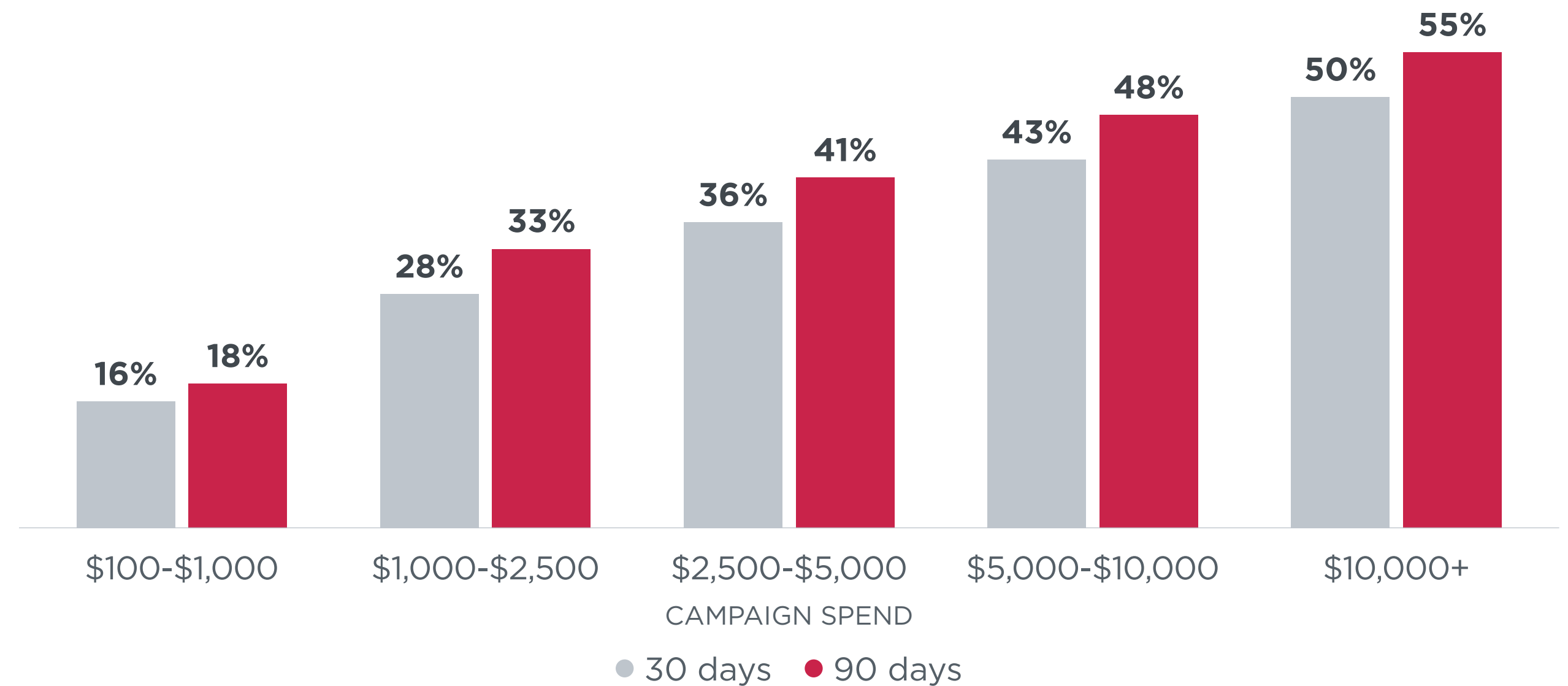
### 3 Increase Reach By...

## LENGTHENING FLIGHTS

Consistency is an important factor in maximizing reach. Advertisers will sometimes use short flights or “burst scheduling” to reach as many people as possible in a short amount of time. However, the data shows that this may not be the best approach.

**Best Practice in Action:** Across an analysis of nearly 10,000 campaigns, regardless of spend levels, 90-day campaigns consistently achieved a higher household reach than 30 day campaigns; this was true even for the smallest campaigns, where less than \$1000 was spent.

Reach by Campaign Length for Similar Spend Amounts<sup>9</sup>



# SECTION TWO: REACH EXTENSION STRATEGIES

Once you have a strong base buy, there are three additional reach extensions that can be overlaid to drive incremental reach.

4



**Layered  
Geo-Targeting**

5



**High Value  
Programming**

6



**Over-the-Top  
(OTT)**

4 Increase Reach By...

# LAYERING ON GEO-TARGETING (BOTH LOCAL MARKET AND ZONE LEVEL)

Local market based TV is a valuable tactic for reaching a customer base and can act as a powerful enhancement to broad-reach national network campaigns.

### ADDING LOCAL MARKET TARGETING

With national campaigns, viewing behavior for a particular segment varies market to market, so simply adding more networks to the national campaign overlooks the unique viewership habits of each individual market (in other words, a top network among a particular segment nationally may not even be in the top 10 networks in a given market.) But, adding local market campaigns, based on the viewing habits of consumers in that particular area, can drive increased reach in the markets that matter.

**Best Practice in Action (Diagram A):** A national quick service restaurant (“QSR”) campaign aired across 7 networks, achieving 24% reach among households with QSR-likely visitors. However, the addition of a local campaign in Atlanta increased reach among QSR households by 25% to 30%.

### ADDING ZONE-LEVEL TARGETING

These same principles can be applied when layering zone-level targeting to a local broadcast campaign. For local advertisers, certain portions of a market may be more important than others; this is especially true in the auto industry, where a majority of a dealer’s customers come from a certain area. While cable can be an effective tool on its own, it can also complement an existing broadcast campaign to increase reach: local cable offers the ability to add incremental reach in the areas that matter by delivering a brand’s audience across a broader array of networks.

**Best Practice in Action (Diagram B):** A local dealer was able to reach 32% of new vehicle intenders in their primary zone by advertising on broadcast TV. By adding cable to the buy, the reach more than doubled to 67% for the campaign overall. In fact, cable delivered a unique reach 4 times larger than broadcast. Looking at the total campaign delivery in the zone, 35% of the total reach was exposed exclusively on cable, compared to just 8% for broadcast.

Diagram A: Target Reach Over Time for Network & Local Cable<sup>10</sup>

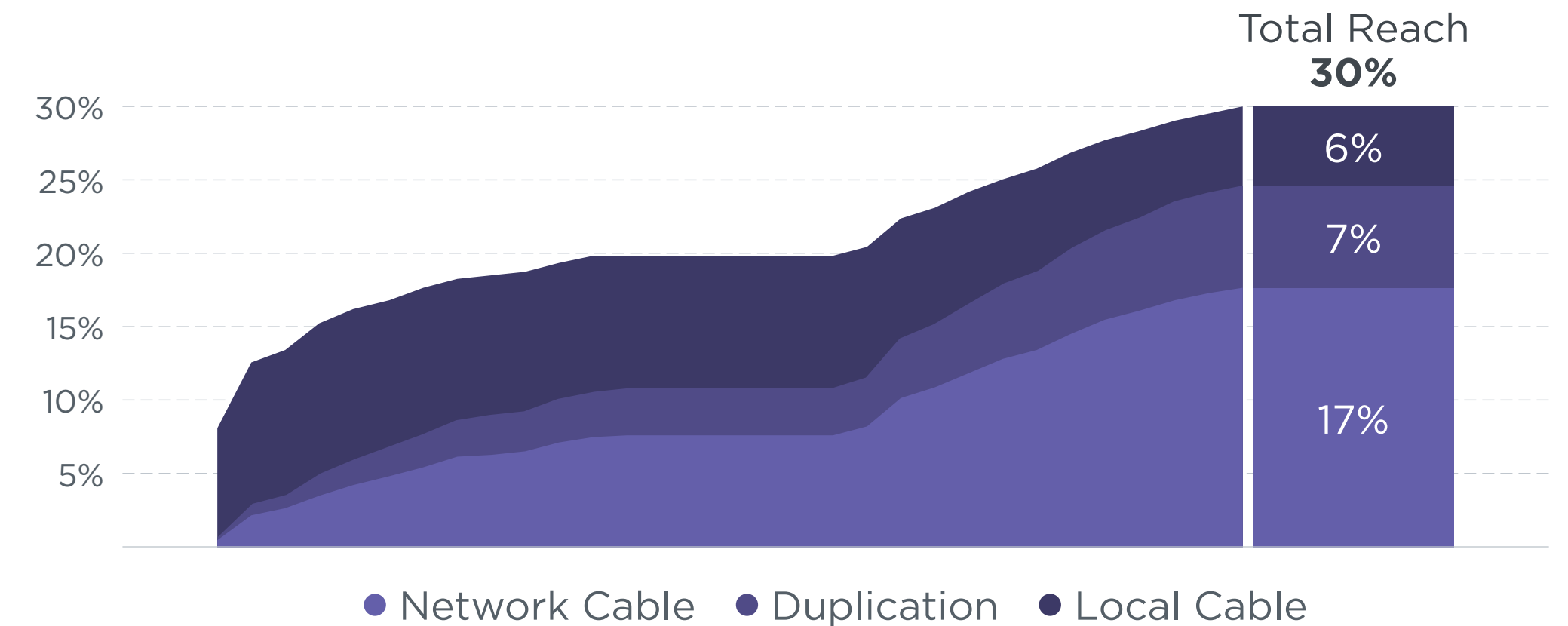
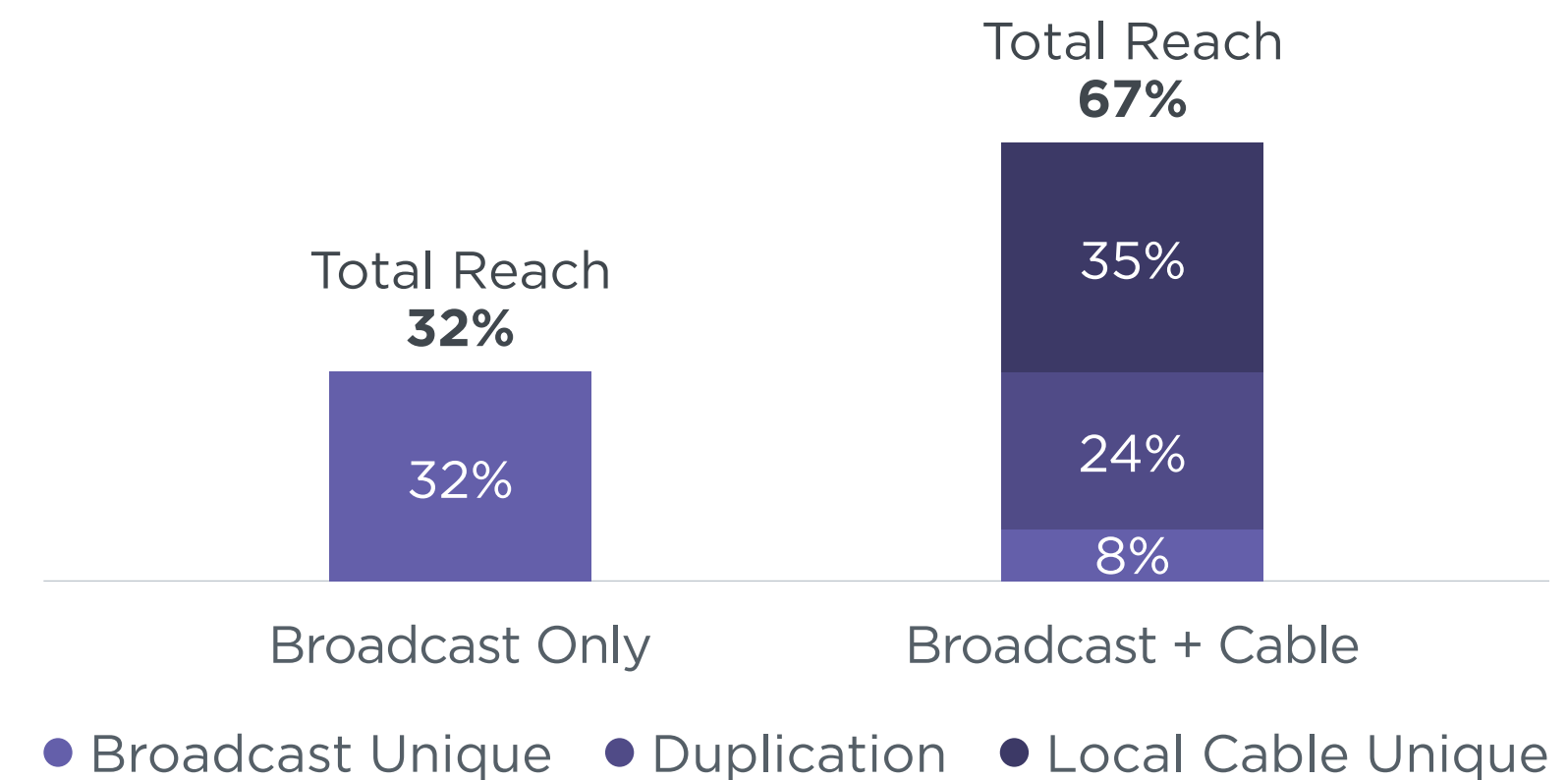


Diagram B: Zone Reach % New Vehicle Intenders<sup>10</sup>



**2X**  
more target reach with addition of cable

**4X**  
more unique target reach delivered by cable compared to broadcast

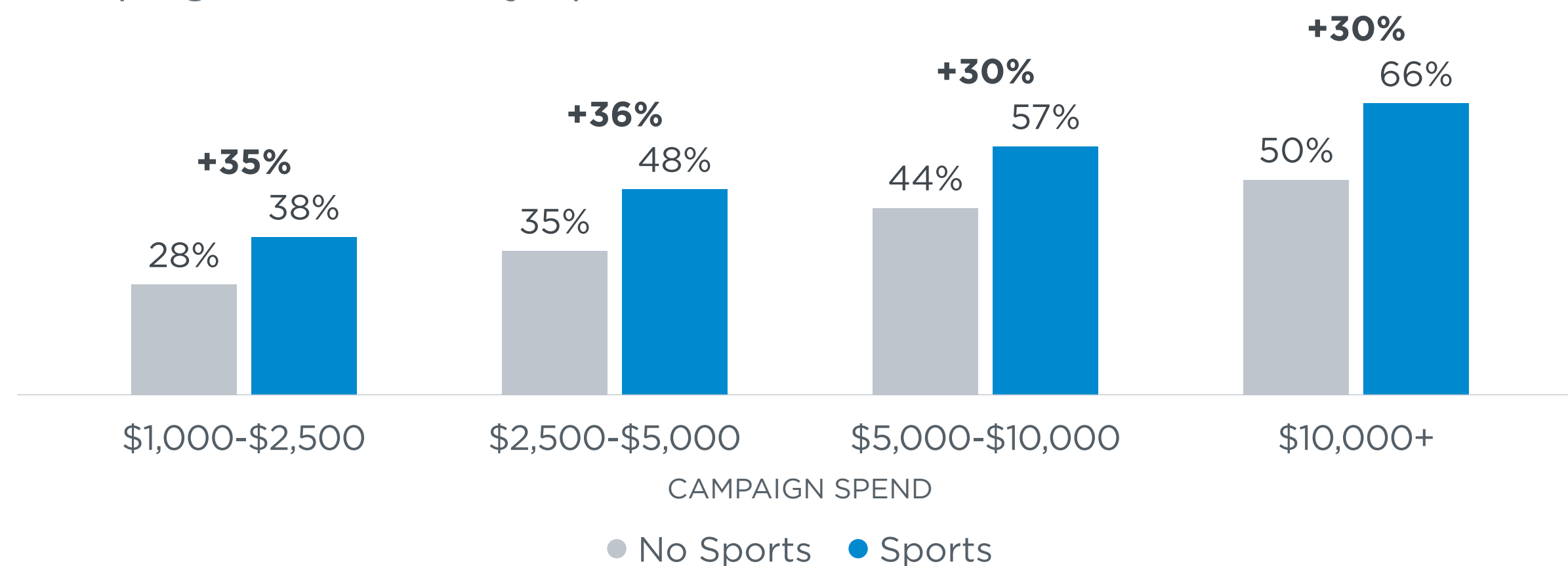
5 Increase Reach By...

# BUYING SPORTS AND OTHER HIGH VALUE PROGRAMMING

In the New TV World, it's imperative for advertisers to build broad and deep schedules to reach audiences wherever and whenever they may be viewing. However, there is still value to high-value programming that delivers a large mass audience, such as sports or other TV "tentpole events" (for example, award shows).

📌 **Best Practice in Action:** Based on an analysis of over 10,000 campaigns, the ones that included sports delivered a substantially higher reach than campaigns without sports; this was true regardless of the spend/campaign size. In the below example, advertisers were able to extend their TV reach by up to 36% by adding sports to their media plan.

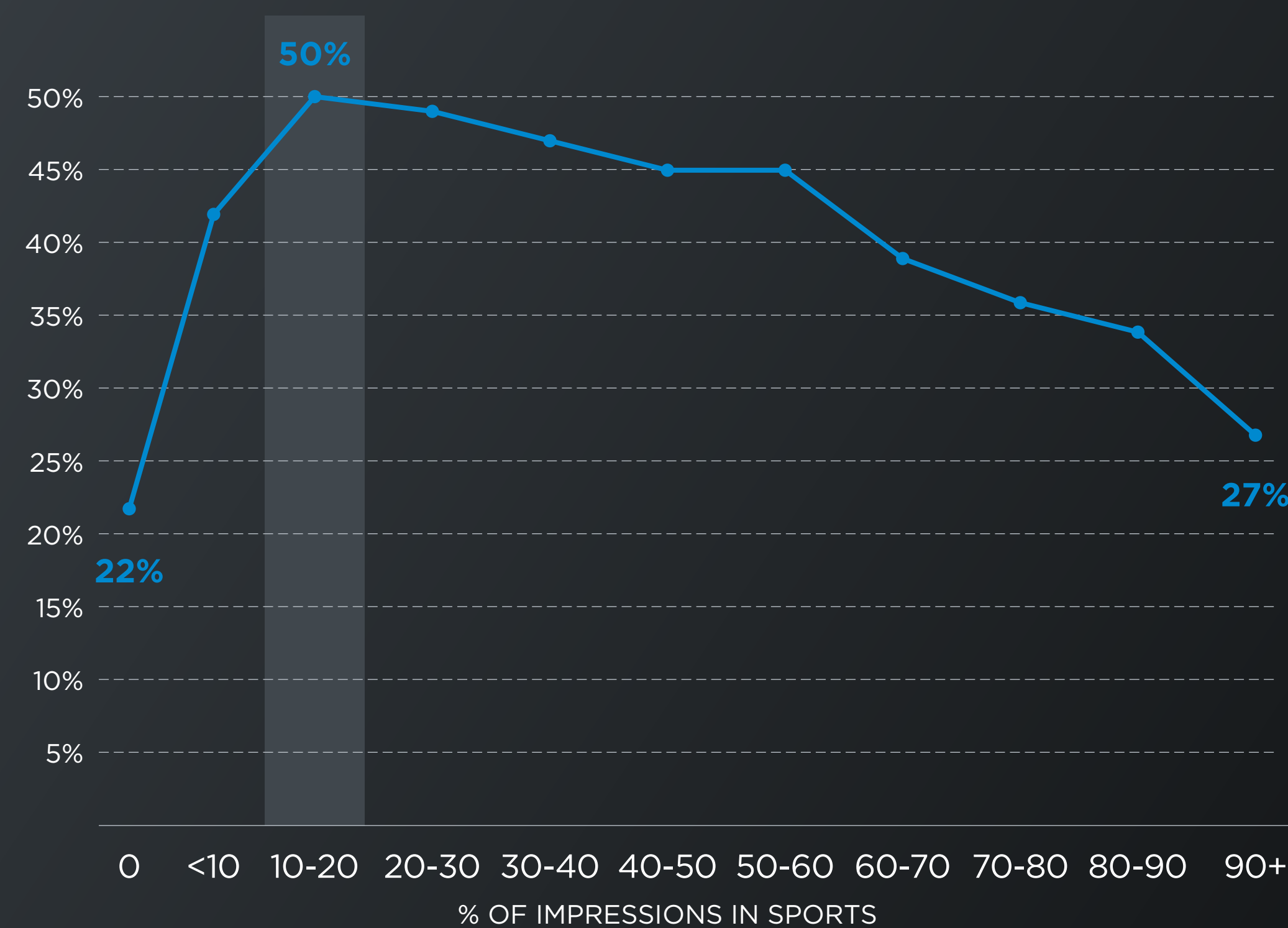
Campaign HH Reach by Spend Amount<sup>11</sup>



## Finding The Right Mix

What is the right mix of sports and high value programming versus broad rotators? Looking at the average household reach across all of these campaigns, **campaigns that had 10-20% of their impressions coming from sports programming yielded the highest average household reach.**

Campaign HH Reach by % of Impressions in Sports<sup>11</sup>



## 6 Increase Reach By...

# COMPLEMENTING TV WITH OVER-THE-TOP (OTT)

As discussed in [Effectv's new whitepaper](#) on "OTT and Its Place in the Ecosystem," over-the-top video devices and streaming services have opened up new ways for content to be consumed and new ways for advertisers to reach viewers. In fact, time spent with OTT devices has grown 81% over the past two years.

While usage is growing steadily and beginning to mirror linear TV watching habits, it's important to note that OTT accounts for just 17% of total consumer time spent with video. Viewers today are using OTT as a complement to traditional TV; in fact, 72% of households that subscribe to streaming video and on demand (i.e. Netflix, Hulu and/or Amazon Prime) also subscribe to cable.

Just as viewers use OTT as a complement to traditional television, advertisers would benefit from doing the same - using OTT to provide incremental reach to linear campaigns.

① **Best Practice in Action:** A sports advertiser was looking to increase reach of their TV spot. They made the decision to add OTT to their plans, in order to reach consumers who may not be watching as much TV, often a younger audience. As a result, the digital video (OTT) portion of the campaign added 15% on top of the linear reach.

Linear + OTT Campaign Reach<sup>12</sup>

 +  = **+15%** Incremental Reach





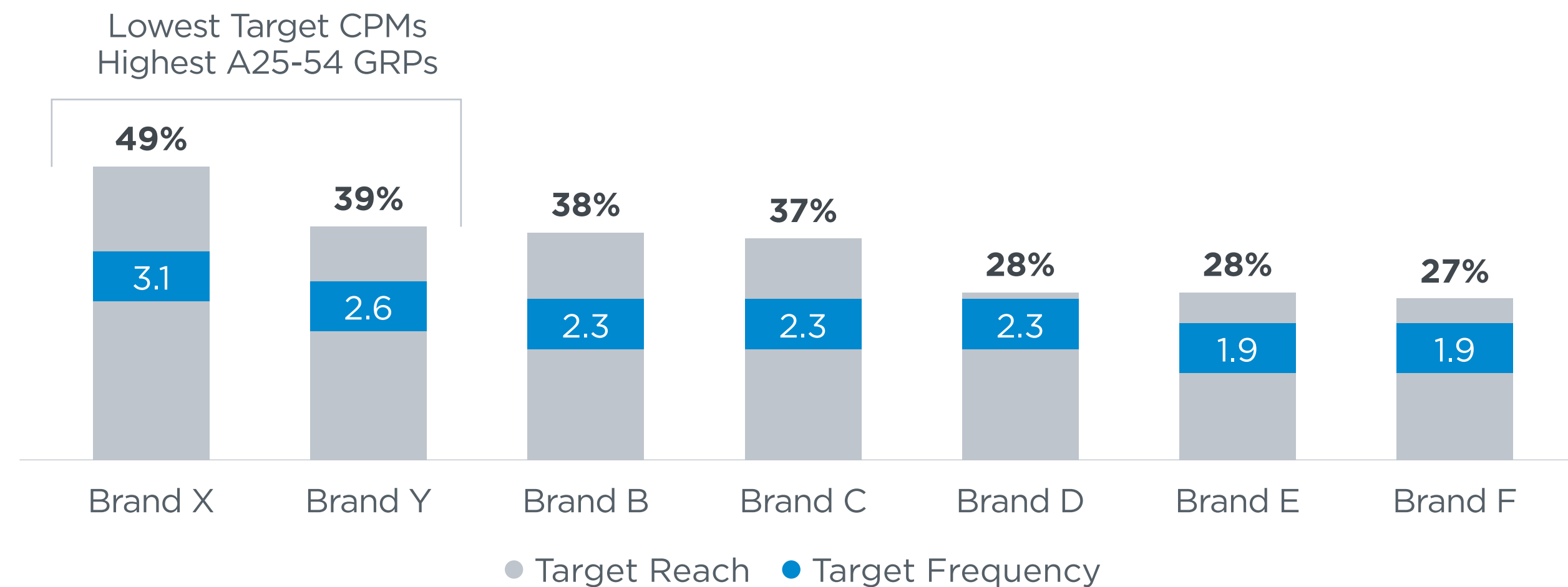
# PULLING IT ALL TOGETHER:

## CASE STUDIES ON WHY REACH MATTERS

### Case Study One: [Set Your Brand Apart from the Competition](#)

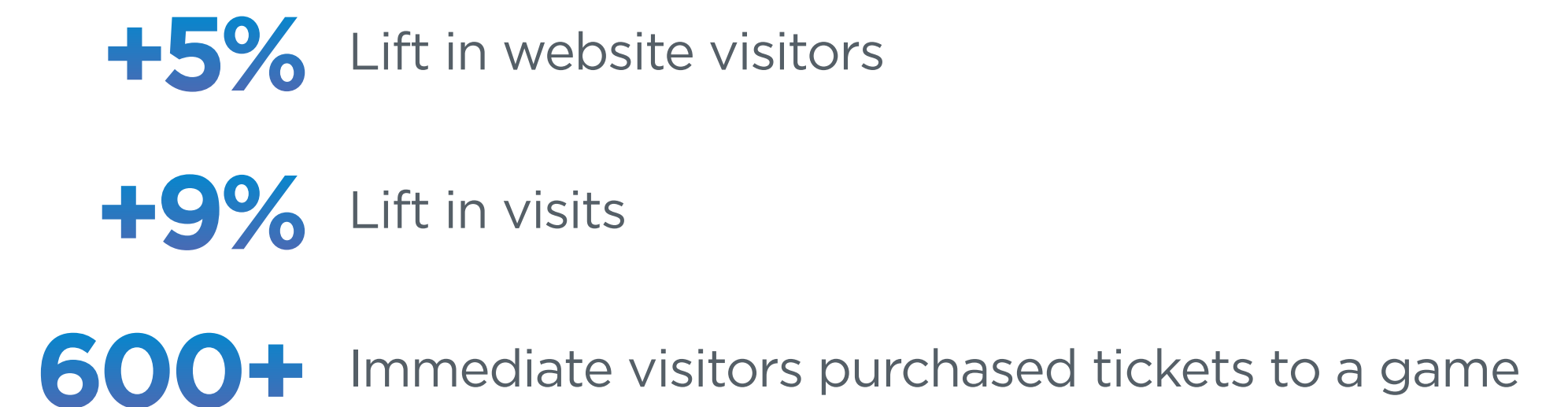
By following the recommendations laid out in this paper, advertisers can put themselves at a competitive advantage in their market or region. Still not convinced? Here's the proof: Considering the auto vertical specifically, we've analyzed brands in the same market, with similar campaign spends during the same time period, and found that brands that incorporated these tactics (labeled Brand X and Y) are not only able to achieve higher reach and higher frequency, but also achieve higher GRPs at a lower CPM.

#### Target Reach & Frequency for Tier 2 Auto Brands<sup>13</sup> (Same Market & Similar Spend)



### Case Study Two: [How Reach Matters to The Bottom Line](#)

Reach drives action which ultimately will lead to sales, as measured by post-campaign analysis. For example, consider a recent Effectv campaign for a minor league baseball team that used tactics laid out in this paper – including sports advertising and delivering over half of the impressions outside of prime. This campaign achieved a 57% household reach at a 5.2 frequency. The campaign drove a 5% lift in immediate visitors to their website and a 9% lift in visits (immediate visitors who returned to the website within 2 weeks). This is quality website traffic that led to over 600 immediate visitors purchasing tickets to a game.<sup>14</sup> In the end, reach will not only increase awareness, but as demonstrated in this case, directly impact the bottom line.



# CONCLUSION

## TODAY THERE ARE NEW OPPORTUNITIES FOR REACH, BUT THE RULES HAVE CHANGED

This paper can be summarized by three main takeaways:

- **Reach still matters to advertisers**
- **The New TV offers significant reach opportunities**
- **TV advertisers must employ new rules for achieving effective reach in this changing TV landscape**

In our new fragmented reality, achieving reach is about more than dedicating an entire budget to a few key networks; it's about employing specific, proven strategies to achieve reach at scale in order to drive awareness.

So, what are the new rules? Campaigns should air all day, across a wide breadth of networks, and focus on long flights in order to deliver more reach than those with shorter flights that come in and out of market. High value programming and sports should be used as a layer on top of a base campaign to add incremental reach, as should OTT. Lastly, supplementing National TV and local broadcast with geo-targeted local or zone-level buys is a way to add incremental reach in the areas that matter most. These tactics ensure that the campaign will be seen and drive brand awareness.

Today's advertisers face many options when it comes to media choices, but TV will always be an effective tool for reach. In the New TV world, reach can be achieved in even smarter and more efficient ways, that have demonstrated results. The key for marketers is to avoid the temptation to focus only on targeting, and instead reach their audience wherever they are on their journey towards becoming a customer.





Sources:

1. Nielsen, February 2020.
2. IPA - Media in Focus. Marketing effectiveness in the digital era.
3. Media Science, Effectv Brand Equity Study, September 2019. n=147.
4. Kantar MarketAdvisor. Ad Spend across 20 Direct-to-Consumer brands annually.
5. The Correspondent - The new Dot Com bubble is here, it's called online advertising.
6. Comcast Internal Viewing (Comcast footprint Q1 2019, based on linear TV viewing for most viewed network in the HH with minimum of 100 HHs and network has > 5 hours viewing)
7. Comcast Ad Exposure Data (2Q 2019 across all markets).
8. Comcast Ad Exposure Data (October 2019).
9. Comcast Ad Exposure Data (2Q 2019 across all markets).
10. Comcast Ad Exposure Data (2Q 2019).
11. Comcast Ad Exposure Data (Analysis of Nov-Dec 2019 campaigns).
12. Freewheel Campaign Analysis: Reach and Impressions Share for actual campaign of Sports Team. Household Reach Share not unique among devices.
13. Comcast Ad Exposure Data (3Q 2018).
14. Instant Impact Campaign Analysis, 5/27/19-8/25/19, measured by TVSquared.

D A T A  
B U I L D S B R A N D S

