# Drive Measurable TV Tune-in with Maximal Efficiency

### THE CHALLENGE

A major cable network wanted to drive viewership for the premiere of a returning hit show, and to connect their digital marketing efforts to actual linear tune-in. They also hoped to learn about any correlations between tune-in and traditional KPIs.

### THE SOLUTION

First, we created a highly custom audience of potential viewers. It was built from exclusive tune-in data of 14 million subscribers from a leading set-top box provider, which we modeled against our industry-leading set of anonymized online & offline data, aligned to 160 million consumers.

We then executed an extensive digital marketing plan, delivering person-level video and display units with 96% cross-device matching accuracy. For each impression, we verified the recipient, confirmed that the content environment was high-quality and served the relevant ad, all within milliseconds.

The campaign reached known fans of the show plus millions of potential viewers. We created a holdout control group and sent all exposure files to our set-top box partner to measure actual tune-in to the premiere, as well as the next two episodes. This allowed us to understand who tuned in across multiple episodes.

### THE RESULTS

Our measurement went beyond typical video metrics like CTR and VCR—allowing us to see whether or not the people we messaged actually tuned in to the show. The audience we messaged was:

| **3x** | **2x** LIVE | **54%** |
|---|---|---|
| **Nearly 3x more likely** than the holdout group to watch the premiere. | **More than 2x more likely** than the holdout group to tune in live. | Likely to continue the series: **54% of messaged viewers of the premiere watched through episode 3.** |

**CONVERSANT** ®