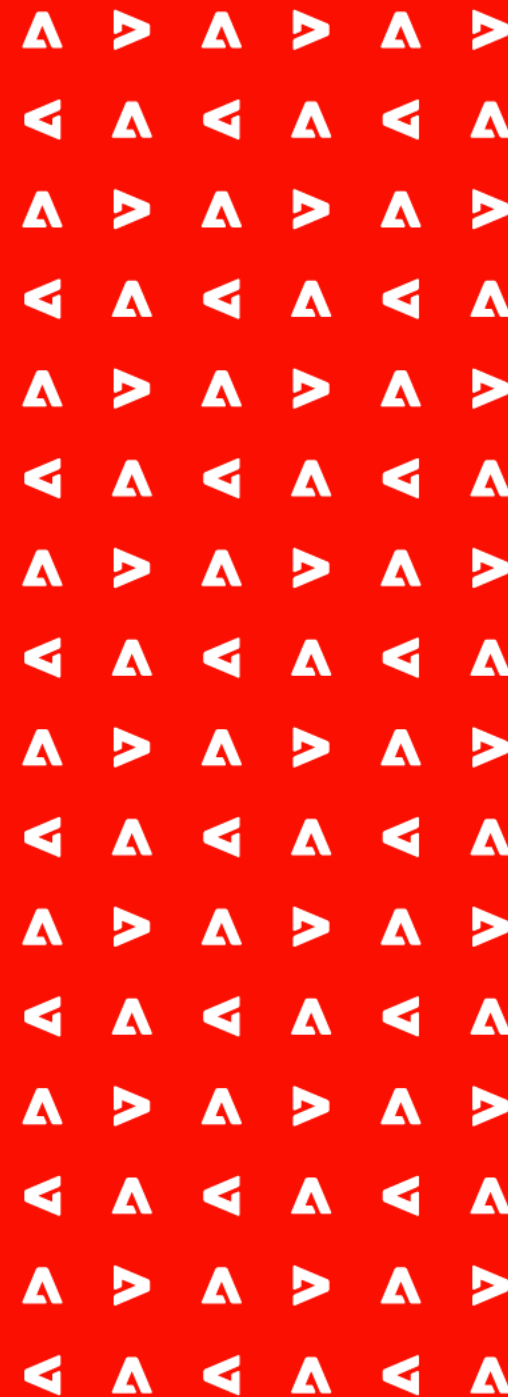




IAB MeasureUp

The CTV Effect
Uncovering the true value of CTV



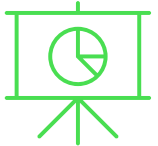
Agenda



1. The Challenge of CTV



2. Addressing the Challenge

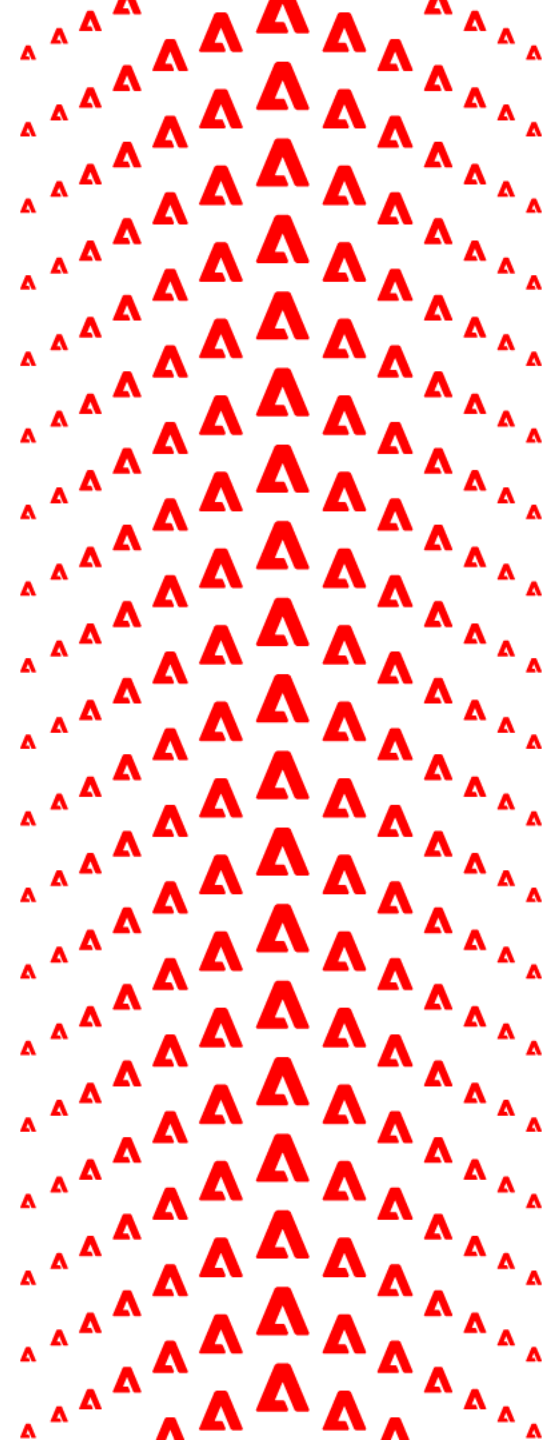


3. Key Results & Learnings



4. What's Next?

The Challenge of CTV



There have been challenges seeing the full value of CTV investments



30% Require More
Transparent
Performance
Measurement



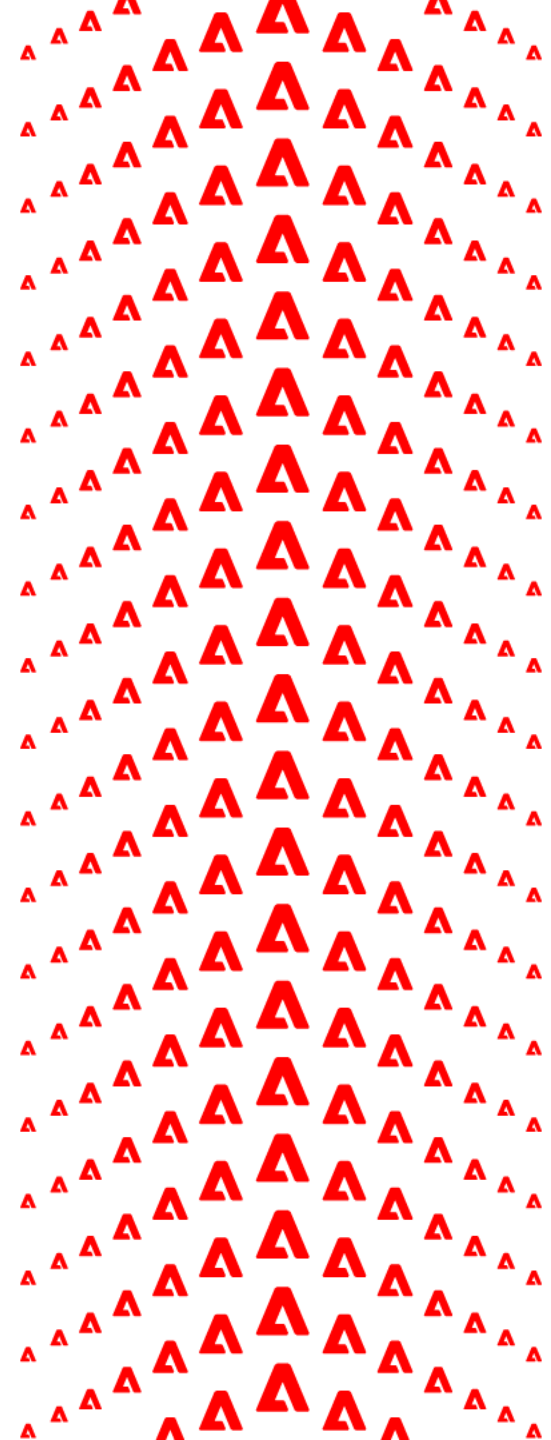
26% Need A More
Connected
Ecosystem For
Greater Scale



47% Desire
Higher Quality
Targeting Data
for Personalizing
Campaigns

Solve your performance CTV use cases with Connected Advertising

Addressing the Challenge



SOUTH AUSTRALIAN TOURISM COMMISSION



MENTAL

AVAILABILITY:

**MAKE SOUTH AUSTRALIA EASY
TO REMEMBER AND HARD TO
FORGET**

PHYSICAL

AVAILABILITY:

**MAKE SOUTH AUSTRALIA EASY
TO PLAN AND BOOK**



**BRAND
MEDIA**
DRIVE REACH

**PERFORMANCE
MEDIA**
DRIVE CONTENT
CONSUMPTION & LEADS TO
BUSINESSES



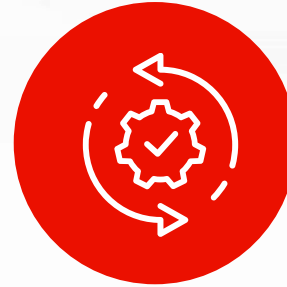
Goals and Success Metrics



Understand the evolving relationship between SATC, customer, and the role of CTV



Produce successful business outcomes and actionable insights



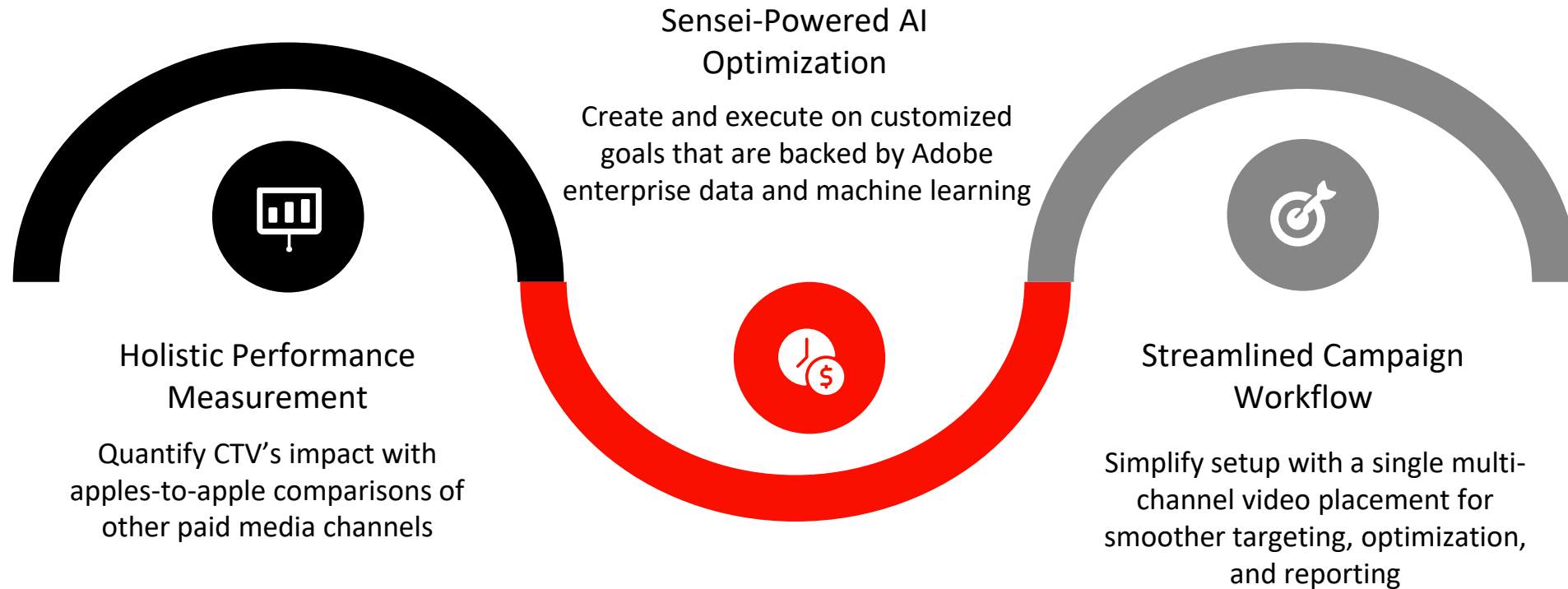
Shift CTV from delivery benchmarks to business KPIs and objectives



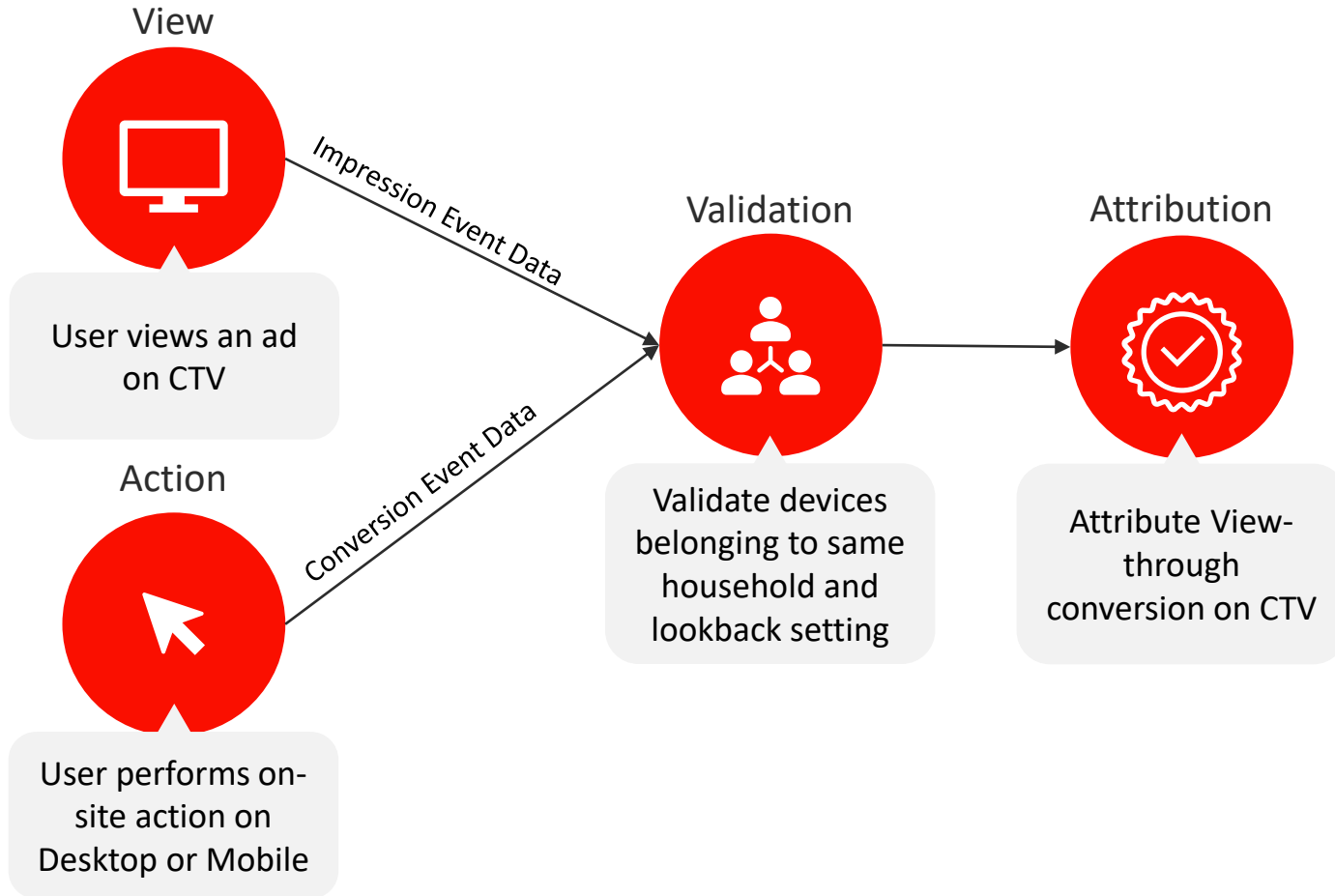
Holistic measurement of CTV alongside other marketing channels and ad platforms

Performance CTV – More signals, better results

Adobe Advertising enables performance in CTV that drives ROI



Methodology



- ✓ Increased value for your data by surfacing more customer journey data
- ✓ Enhanced insights with passback breadth & depth reporting with Analytics
- ✓ Better performance outcomes using on-site signals and AI optimization

Comparison of Before and After A4ADC CTV Integration in AA

● CTV Publishers (BEFORE 'Analytics for Advertising' Integration Update)

Advertising Cloud DSP

2 months ago

Adobe Advertising Impressions Adobe Advertising Cost AMO CPM

Segments ↑

Page: 1 / 1 Rows: 50 1-7 of 7

	Apr 1	Apr 30	2,585,797	Apr 1	Apr 30	99,195 AUD	Apr 1	Apr 30	273.20 AUD	Unique Visitors	Visits	Conversions
1. Publisher 1			294,726 11.4%			11,812 AUD 11.9%			40.08 AUD 14.7%			
2. Publisher 2			719,221 27.8%			24,358 AUD 24.6%			33.87 AUD 12.4%			
3. Publisher 3			256,292 9.9%			9,594 AUD 9.7%			37.43 AUD 13.7%			
4. Publisher 4			418,832 16.2%			13,934 AUD 14.0%			33.27 AUD 12.2%			
5. Publisher 5			657,373 25.4%			31,520 AUD 31.8%			47.95 AUD 17.6%			
6. Publisher 6			6,233 0.2%			297 AUD 0.3%			47.66 AUD 17.4%			
7. Publisher 7			233,120 9.0%			7,679 AUD 7.7%			32.94 AUD 12.1%			

● CTV Publishers (AFTER 'Analytics for Advertising' Integration Update)

Advertising Cloud DSP

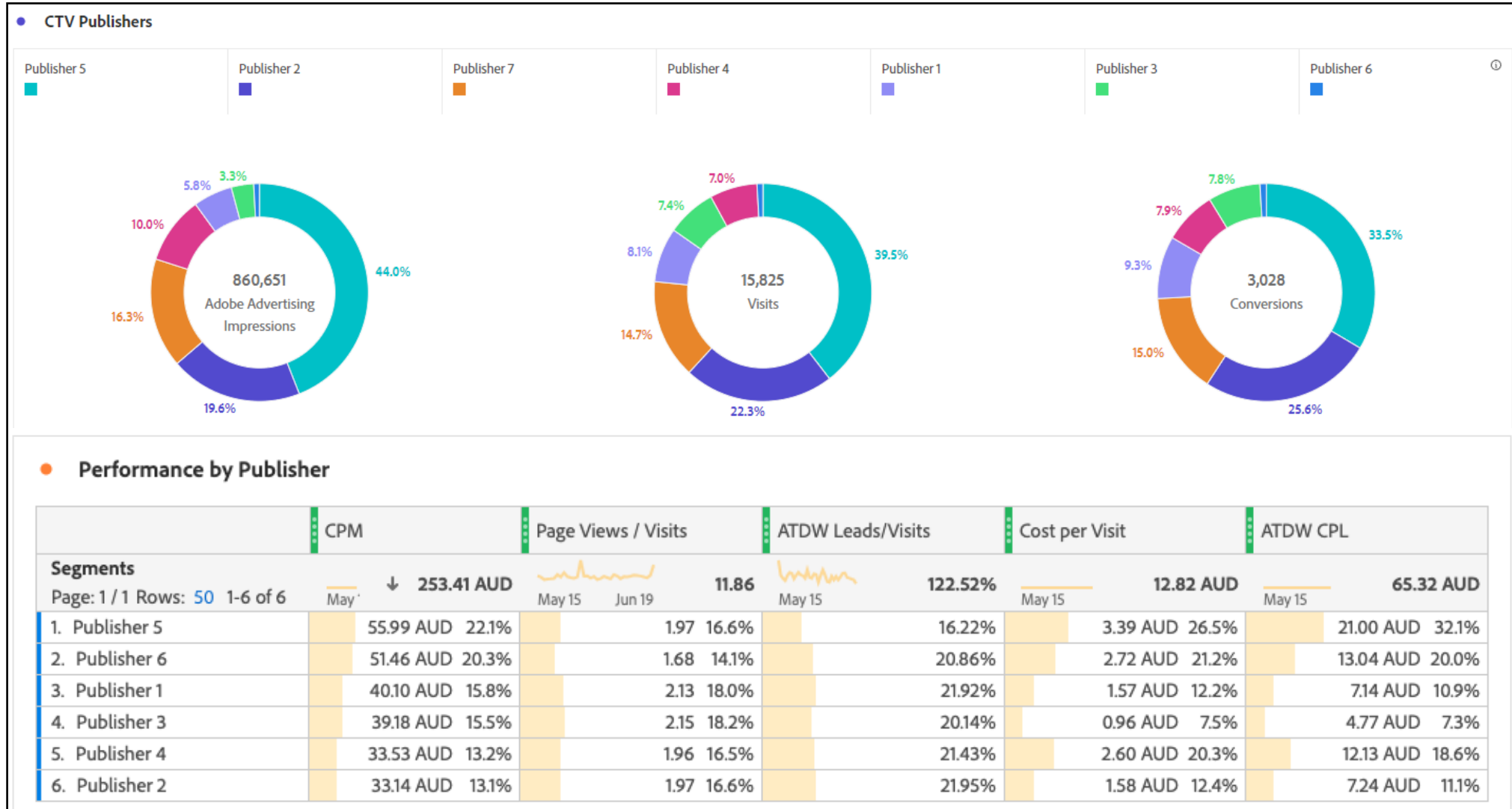
Adobe Advertising Impressions Adobe Advertising Cost AMO CPM

Segments ↑

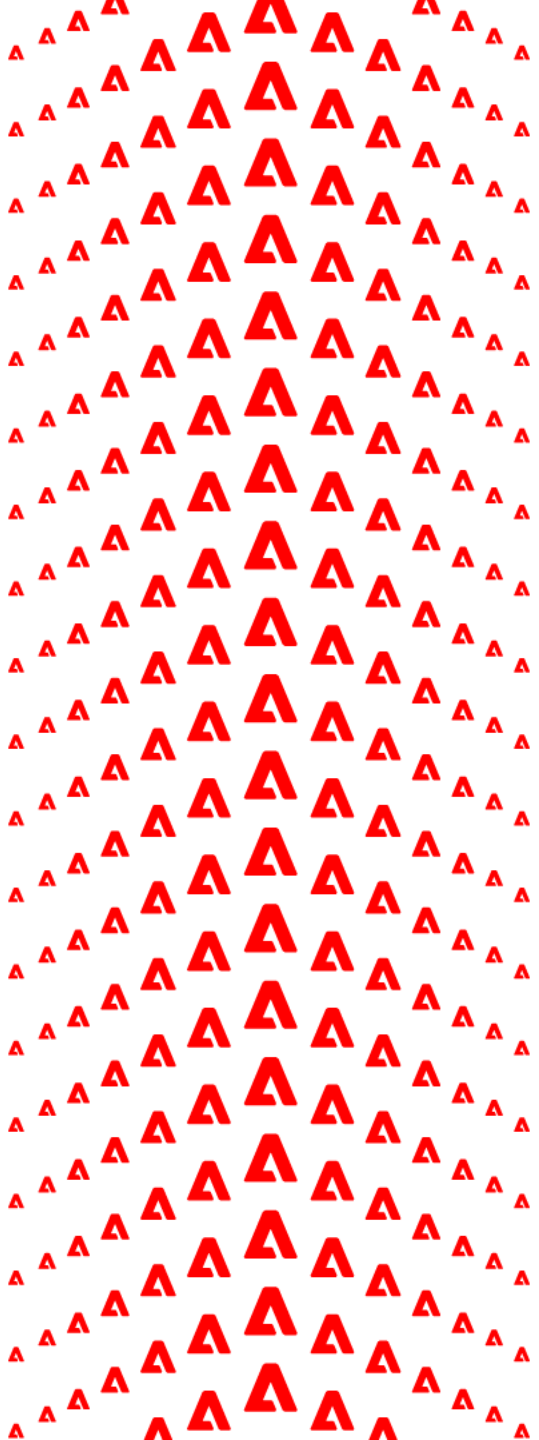
Page: 1 / 1 Rows: 50 1-7 of 7

	May 15	Jun 19	860,651	May 15	Jun 19	37,877 AUD	May 15	Jun 19	286.56 AUD	Unique Visitors	Visits	Conversions
1. Publisher 1			50,033 5.8%			2,006 AUD 5.3%			40.10 AUD 14.0%			
2. Publisher 2			169,050 19.6%			5,603 AUD 14.8%			33.14 AUD 11.6%			
3. Publisher 3			28,587 3.3%			1,120 AUD 3.0%			39.18 AUD 13.7%			
4. Publisher 4			86,475 10.0%			2,900 AUD 7.7%			33.53 AUD 11.7%			
5. Publisher 5			379,104 44.0%			21,228 AUD 56.0%			55.99 AUD 19.5%			
6. Publisher 6			7,350 0.9%			378 AUD 1.0%			51.46 AUD 18.0%			
7. Publisher 7			140,052 16.3%			4,642 AUD 12.3%			33.14 AUD 11.6%			

With CTV enabled on Analytics for Advertisers, brands can measure success beyond CPMs without stitching data from disparate sources



Key Results & Learnings

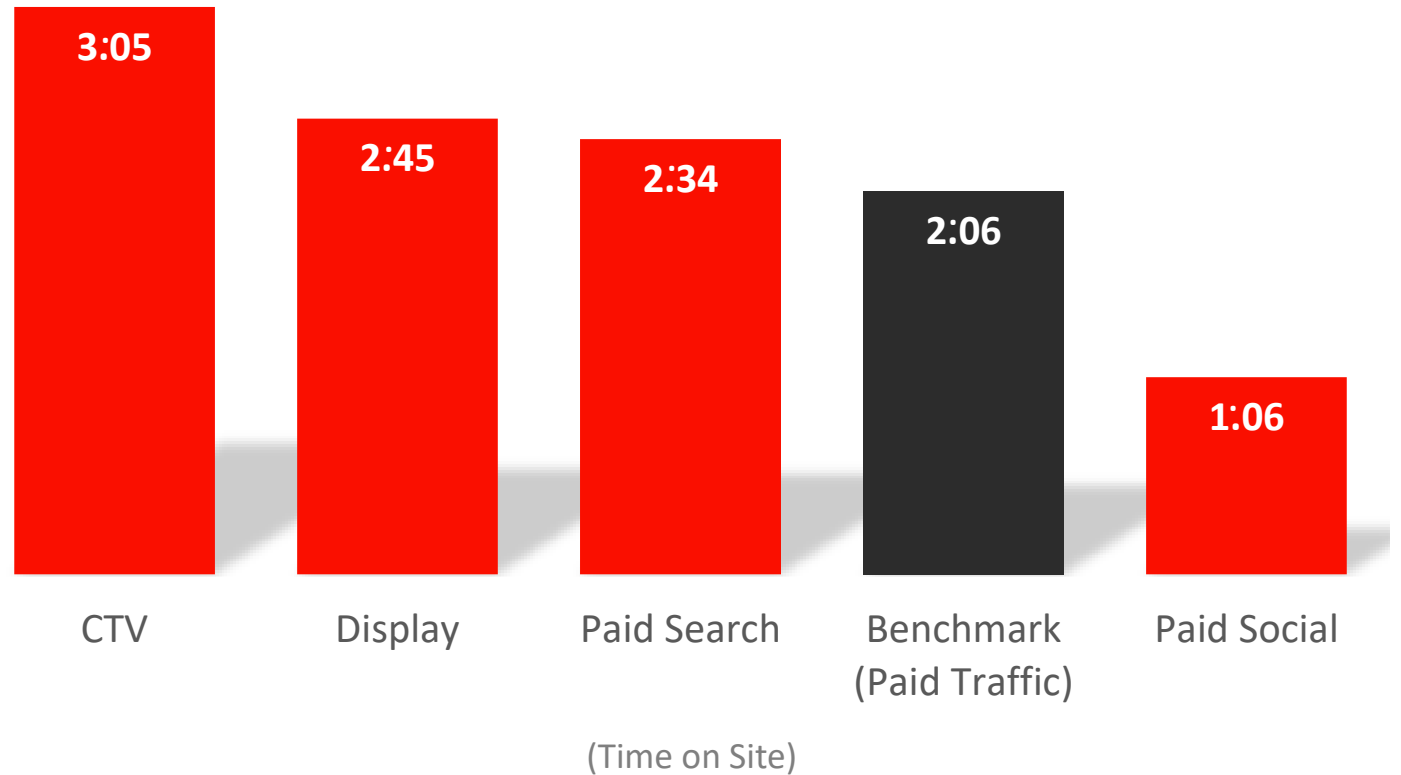


CTV drove the highest time on site of all paid channels

✓ SATC measured post-view performance using existing on-site conversion tracking

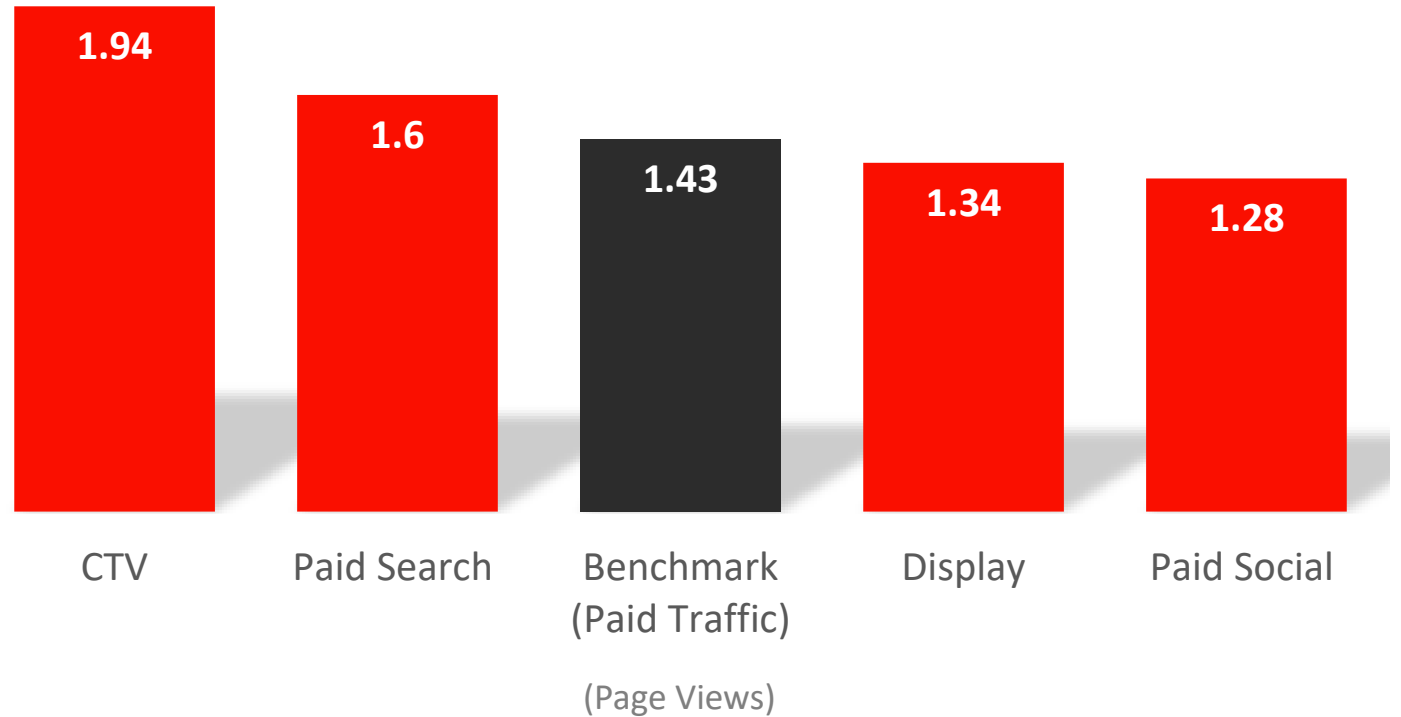
✓ Despite not having a click-through interface, CTV outperformed all channels

✓ Customer who saw a CTV ad spent 24–187% more time on site vs other channels

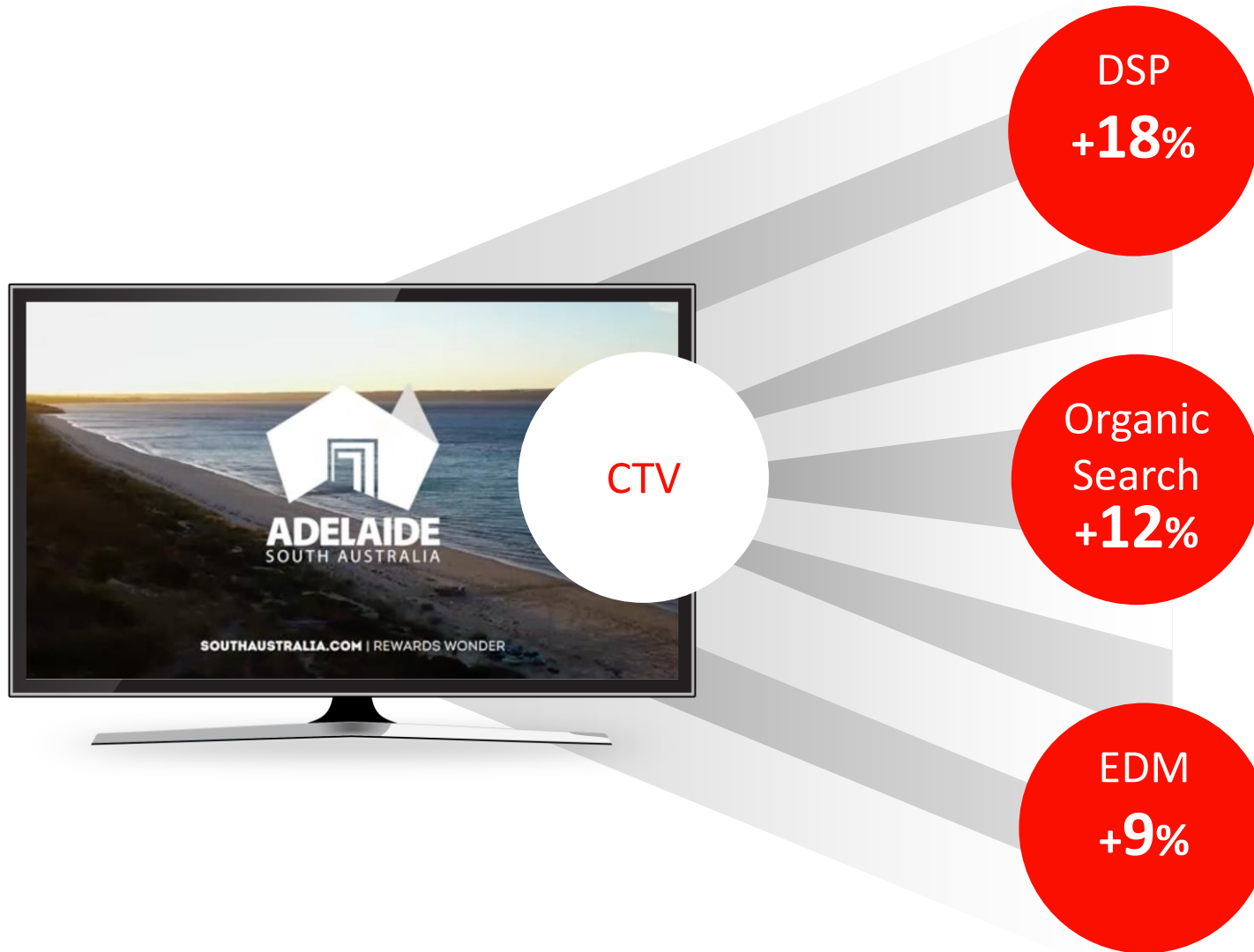


CTV drove the highest page views of all paid channels

- ✓ SATC was able to see apples-to-apples measurement of all their channels
- ✓ CTV outperformed SATC's paid traffic benchmark for page views
- ✓ Customer who saw a CTV ad were 21–52% more likely to view SATC's website



CTV also drove incremental page visits across other channels



- ✓ CTV positively influences other marketing channels
- ✓ CTV drives success on its own, but can also re-enforce messages
- ✓ This shows the power CTV has in branding and performance

CTV Exposure had a direct influence on leads & conversions for other channels

More likely to convert

Increase in leads

Full funnel impact

19%

more likely to convert with CTV

+11%

increase in leads with Search + CTV

+84%

increase in leads with Social + CTV

CTV Exposed Vs Non-CTV Exposed on Marketing Channels

Marketing Channel	Non Adobe Advertising CTV	Adobe Advertising CTV	Non Adobe Advertising CTV	Adobe Advertising CTV	Non Adobe Advertising CTV	Adobe Advertising CTV	Non Adobe Advertising CTV	Adobe Advertising CTV
	Total ATDW Leads	Total ATDW Leads	Average Time on Site	Average Time on Site	Page Views / Visits	Page Views / Visits	ATDW Leads/Visits	ATDW Leads/Visits
	238,889	3,028	00:03:56	00:02:57	2.05	1.98	17.61%	19.18%
	out of 238,889	out of 3,028	out of 00:03:56	out of 00:02:57	out of 2.05	out of 1.98	out of 17.61%	out of 19.18%
1. Paid Search	136,268		00:02:27	00:00:00	1.60	Invalid	39.72%	0.00%
2. Organic Search			00:04:21	00:04:08	2.25	2.43	21.02%	23.24%
3. Paid Social			00:01:21	00:01:06	1.27	1.36	8.66%	15.93%
4. Direct			00:01:56	00:01:56	2.54	2.00	1.31%	0.00%
5. Owned Social			00:02:25	00:02:25	1.24	1.63	8.22%	12.80%
6. DSP Display View...			00:02:45	00:02:45	1.26	1.54	7.77%	25.84%
7. SATC eMail			00:04:00	00:04:00	3.22	3.35	168.9%	5.35%
8. Referring Domains			00:06:05	00:06:05	1.95	2.65	133.6%	3.46%
9. Organic Social			00:03:25	00:03:25	2.42	2.39	117.9%	10.51%
10. Internal			00:00:48	00:00:48	1.97	2.00	96.0%	0.00%
11. None			00:00:00	00:00:00	0.29	0.29	14.4%	0.00%
12. External Display			00:04:42	00:04:42	1.13	1.13	54.9%	0.80%
13. Campaign Catch ...			00:00:45	00:00:45	1.26	1.26	61.5%	9.84%
14. DSP Display Click...			00:00:47	00:00:47	0.85	0.85	30.9%	0.00%
15. Organised Referral			00:06:59	00:06:59	2.16	2.16	105.3%	0.00%
16. Google Display N...			00:01:35	00:01:35	1.13	1.13	55.0%	0.00%

The tool also allowed SATC to optimize beyond CPM



Publisher 1 had a middling CPM, but drove a low CPA

Publisher 4 had a low CPM, but the lowest conversion rate

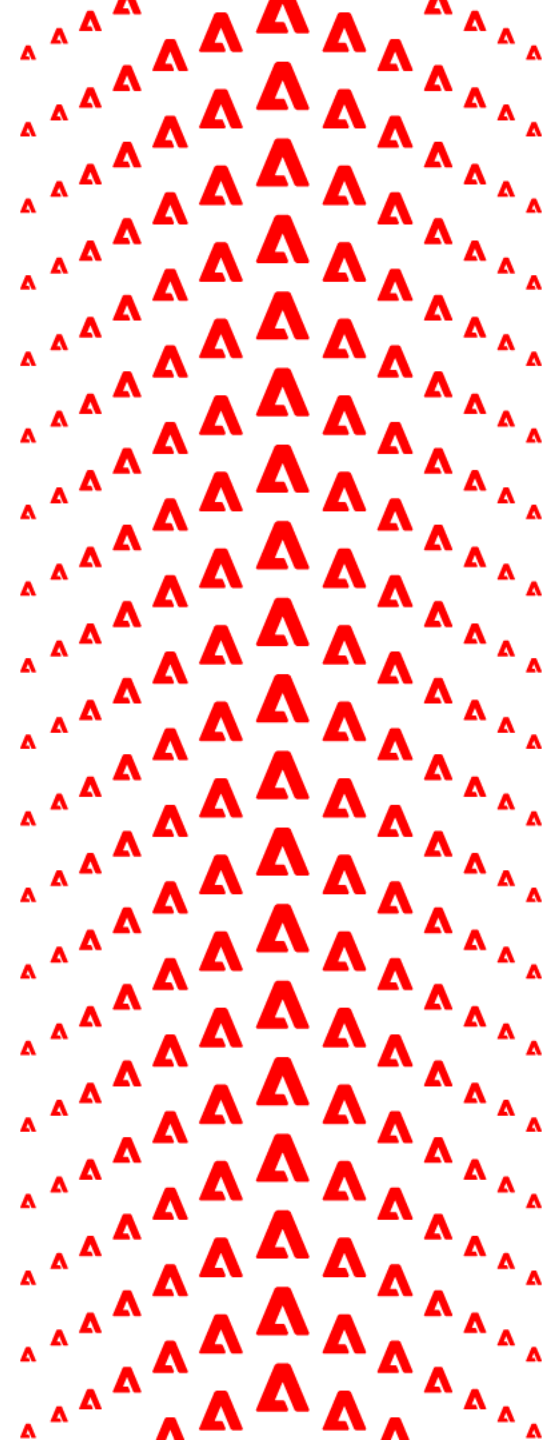
Publisher 3 had a middling CPM, but had the strongest CPA

Measure beyond media efficiency

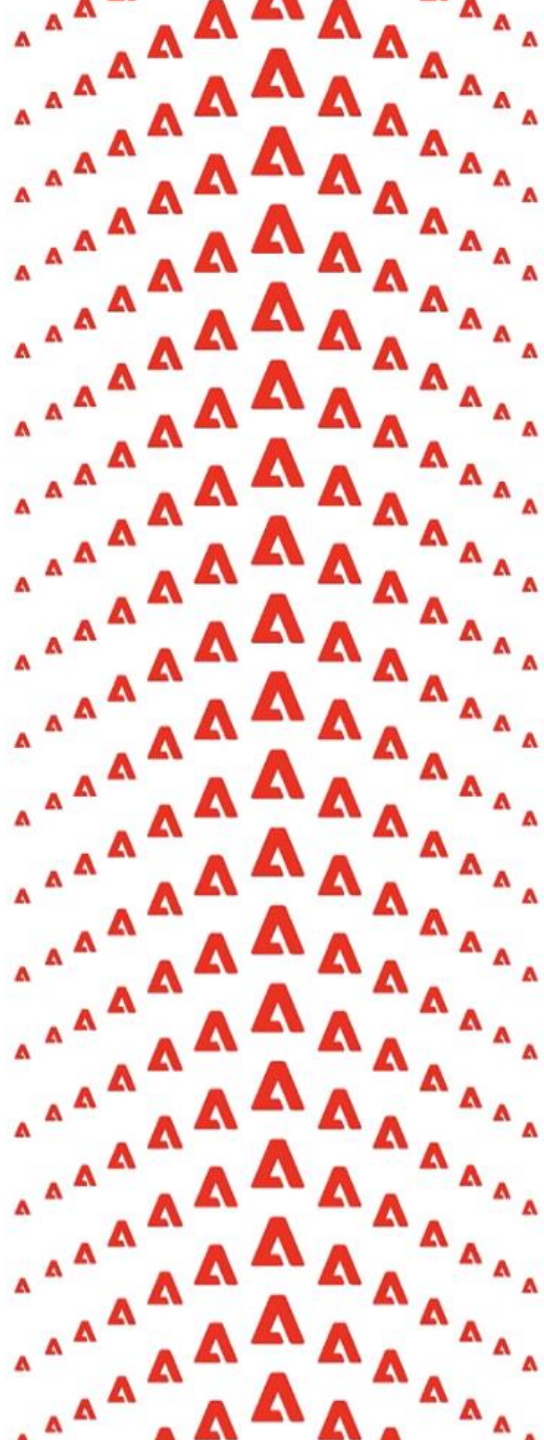
Drive towards real success metrics

Align with most impactful channels

What's Next?



What are the biggest benefits you've seen from the new reporting capabilities that CTV for Adobe Analytics provides?



Looking to the Future

