

See how Spectrum Reach used a data-forward programmatic activation strategy with PMG to become their **best performing** CTV partner.¹



ITVT ITVT AWARD WINNER
Achievement in Measurement and Data

Spectrum
REACH®  **PMG**

THE OPPORTUNITY

This quick-service restaurant business has a footprint of thousands of restaurants across the country. Its franchise-based business is complex.

Planning advertising for the restaurants involves over 100 individual budget considerations, targeting, store locations, and travel times between stores—all of which affects the targeting strategy of PMG, the agency for the restaurant group. "When you take all of this to the Connected TV ecosystem, which is already fragmented, you're looking at 1,000 items per media plan in every cycle," said PMG's Mike Treon.

Spectrum Reach offered PMG a data-driven addressable solution to allow the restaurants to connect with their geographically and demographically diverse customers, which suited PMG's hands-on programmatic buying approach.



Spectrum Reach provided PMG with the opportunity to align their QSR client's customers with Spectrum Reach households in an aggregated and de-identified way to addressably reach customers that have a relationship with both brands.

The campaign delivered:



1.9X
HIGHER
incremental
store visit lift



+ 39%
HIGHER
store visit rate



+ 18%
HIGHER
incremental
sales lift

According to PMG Programmatic Strategy Lead Mike Treon, "MVPDs, OEMS, and cable operators like Spectrum Reach are the portals of the day—they bring together content, data, and consumer relationships."¹

HOW SPECTRUM REACH HELPED PMG AND A QSR BRAND CONNECT TO CUSTOMERS

PMG takes an always-on approach to connecting with customers. According to PMG, much of the business is focused on the restaurant apps, loyalty programs, and an addressable connection to customers. PMG delivers ads to customers wherever they spend their time—where they have the highest fidelity to reach them, from the Spectrum TV App with hundreds of networks to our partner apps like DirecTV Stream and the Spectrum News Streaming App.



Spectrum TV App

THE APPROACH:

Spectrum Reach and PMG deployed a suite of data-driven capabilities to improve campaign targeting and measurement, including:

1. ADDRESSABLE TARGETING THROUGH CUSTOMER DATA MATCH:

Spectrum Reach aligned the restaurant customers with Spectrum Reach's set-top box (linear) and CTV households in an aggregated and de-identified manner, at scale with a unified, and data-informed addressable campaign execution.

2. GAME DAY SPORTS PACKAGES: LIVE PREMIUM VIDEO

Spectrum Reach executed a programmatic-guaranteed deal that secured game day inventory for NFL Monday Night Football and premium NCAA college football. "It's really important," said Treon, "to be able to go to franchisees and say with confidence that you'll see your ad on game day."

3. DATA SIGNALS: PERFORMANCE INSIGHTS

Spectrum Reach provided its contextual audience and data points on programming genres, channels, distributor names, aggregated and de-identified IP addresses, and more, offering transparency to PMG's programmatic team. "The IP address is the pump – and it works," Treon said. "It's the best signal, and Spectrum Reach provides data signals that the walled gardens do not."

THE RESULTS

Spectrum Streaming TV has been the best performing CTV partner for the restaurant group, when compared to all other statistically significant streaming apps used in the QSR campaign.¹

According to Treon, "What drives sales, drives media. We use measurement partners that provide us with store lift and sales lift on a granular basis. We track all CTV activations to digital touchpoints, including web- and app-based orders; those are the table stakes."

SPECTRUM REACH DROVE¹:

1.9x HIGHER

incremental store visit lift

18% HIGHER

incremental sales lift

39% HIGHER

store visit rate

#1 CTV PARTNER

Spectrum Streaming TV



"Spectrum Reach enabled frictionless activation, ease to test-and-learn, and optimized sales impact."



Mike Treon
Programmatic Strategy
Lead for PMG

For more information on how we can help your business build traffic, leads, and sales, contact us at [1-844-TO-REACH](tel:1-844-TO-REACH) or SpectrumReach.com/contact