

See How a **Spectrum Reach** **Programmatic Streaming TV** Campaign Delivered Superior Results in Half the Time



Spectrum
REACH®

rain the growth
agency

Rain the Growth Agency challenged Spectrum Reach, the advertising sales division of Charter Communications, to deliver on the needs of a leading multinational e-commerce brand using premium streaming TV bought programmatically. The client's primary objective was to drive subscriptions below a defined Customer Acquisition Cost (CAC) Goal.



**SPECTRUM REACH
DELIVERED CURATED
CONTENT AND DATA
TRANSPARENCY
AT SCALE TO DRIVE
CONVERSION**



5%
below customer
acquisition
cost goal¹



50%
faster
results¹



► THE APPROACH

Spectrum Reach partnered with Rain the Growth Agency to develop an innovative programmatic streaming campaign for the client. According to the agency's Associate Director of Video, David Nyurenberg,

"Spectrum Reach was the first MVPD selected by the agency for programmatic television support due to an extensive live premium video lineup that includes world-class sports, entertainment, and local news that could be curated. Spectrum Reach activated their portfolio by offering up a diverse set of PMPs that aligned with our content-driven strategy."

In addition to focusing on the CAC goal, Spectrum Reach delivered advanced content and data signals to enable back-end measurement and targeting capabilities. Taken together, Spectrum Reach set up a buying path that resulted in efficiency, scale, and transparency.

► THE RESULTS

Spectrum Reach Exceeds Expectations

GOAL

5%

below the customer acquisition cost goal¹

TIME

Results achieved in
half the time

vs other leading programmatic TV providers¹

TARGETING

Provided
transparent data
and content signals to enable measurement and targeting

SCALE

All delivered in a
brand-safe,
fraud-free, live premium video environment, at scale

► KEY INSIGHTS

1. DATA MATTERS

Spectrum Reach leveraged aggregated and de-identified first-party data, and dynamic client device IDs that allowed for a 1:1 deterministic data match. This aligned those consumers that were exposed to an ad to those that created an account profile with the e-commerce client. The data also provided programmatic campaign details including network programmer, channel, and genre, allowing the agency to identify which channels are most effective at producing results. Those insights continue to inform campaigns.



“Spectrum Reach provides industry leading transparency in terms of data,” Nyurenberg said. “Without the data signals, you’re flying blind. We need that information to adequately measure campaign performance in a privacy focused way.”

2. CONTENT MATTERS

The agency originally chose to work with Spectrum Reach’s award-winning Programmatic Sales Team because they were focused on the deeper engagement provided by premium content.

NEWS

Spectrum News, an integral part of the plan, is the #1 news network in Spectrum households and appeals to local business owners who rely on local news as a currency.³

“Spectrum News is doing particularly well,” Nyurenberg added. “We’re putting more investment in that environment to take advantage of relevant and abundant audience reach and performance that is also brand safe. Spectrum News has content that matters to local merchants.”

SPORTS

The agency is also using Spectrum Reach sports to test and plan future sports activity where they are seeing ESPN exposure as a driver alongside other popular national and regional sports nets.

ENTERTAINMENT

The entertainment PMP Spectrum Reach assembled included all the leading networks that don’t carry sports, including Food Network, Hallmark, HGTV, Lifetime, Syfy, TLC, TV Land, USA, and more.² Spectrum Reach is now partnering with Rain the Growth Agency to develop a Programmatic Guaranteed (PG) campaign to drive more effective outcomes at scale.

“Spectrum Reach stands out as a key CTV partner for Rain the Growth Agency with their combination of content and data signal transparency alongside full inventory curation flexibility. That winning mix of transparency and control allows all sides to work together to exceed the client’s customer acquisition cost goals.”



David Nyurenberg
Rain the Growth Agency,
Associate Director of Video

For more information on how we can help your business build traffic, leads, and sales:

Call us at **1-844-TO-REACH** or contact us at SpectrumReach.com/contact

SOURCES: (2.) SR campaign reporting based on internal exposure data 6/1/23-7/13/23. (3.) Spectrum Reach Household Viewing Data, July 2022 Calendar Month. Household Viewership in markets with a local Spectrum News station. Qualified Audiences: Minimum 5-consecutive minutes. #1 in Daily Viewing Households, outperforming ABC, CBS, FOX, NBC, CNN, Fox News, and MSNBC. Some Spectrum News markets may vary.