Spectrum REACH®

The Keys To Driving Web Traffic With Multiscreen TV



Deterministic Multiscreen Attribution Insights

Spectrum Reach is the first to bring brands deterministic multiscreen attribution at scale.

Driven by our proprietary first-party data and powered by Innovid and Blockgraph – attribution data collection has been ongoing across our Enterprise footprint for nearly two years.

The collective insights and research surrounding this innovative full funnel solution revealed five key recommendations for brands and marketers looking to get the most from their multiscreen campaigns.

262
Campaigns

156
Accounts

14
Industries

FIVE WAYS
to get the most out of your multiscreen attribution results

Spectrum Reach – the first to bring brands deterministic multiscreen attribution at scale - have spent nearly two years analyzing attribution results for hundreds of clients across the US. Using these five key recommendations can help inform optimization strategies to maximize lower funnel metrics and results.

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1. Broaden Your Daypart Mix (Advertise Outside of Prime)
2. Include Sports Programming
3. Invest in the power of Spectrum News
4. Understand Your Industry (What day of week is most impactful to YOU?)
5. Customize Your Creative

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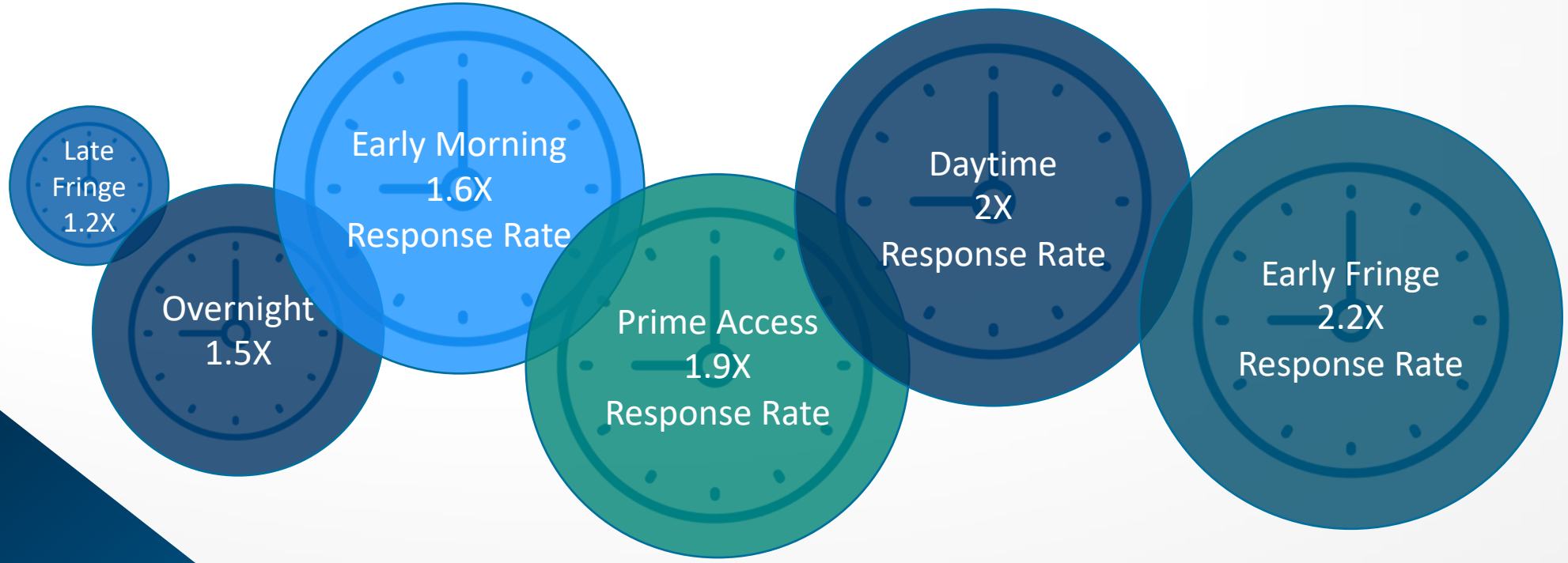
Broaden Your Daypart Mix
(Advertise Outside of Prime)

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Anytime Is Primetime

Primetime is home to the highest profile lean-in content, but our attribution study results show that response rates are highest outside of prime – with daytime and early fringe leading the pack.

RESPONSE RATE BY DAYPART (RELATIVE TO PRIME)



Early Fringe's Average Response Rate is 2.2x Higher than Prime's

Source: Spectrum Reach Attribution campaigns from Q3 2022 to Q4 2022, Data delivered from Innovid on 10/03/2023

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Daypart Insights Drive Results For Auto Dealer

Three Things a Local Auto Dealer learned from Multiscreen Attribution Actionable Intelligence:

Nearly **40% of website responses** for this auto dealer are coming in the Daytime daypart

With nearly a **6x higher response rate** than traditional Primetime

Heavying up spending outside of prime can boost responses/response rate for auto dealers



Source: Annonymized Spectrum Reach Attribution campaign Q3 2022, Data delivered from Innovid on 10/03/2023

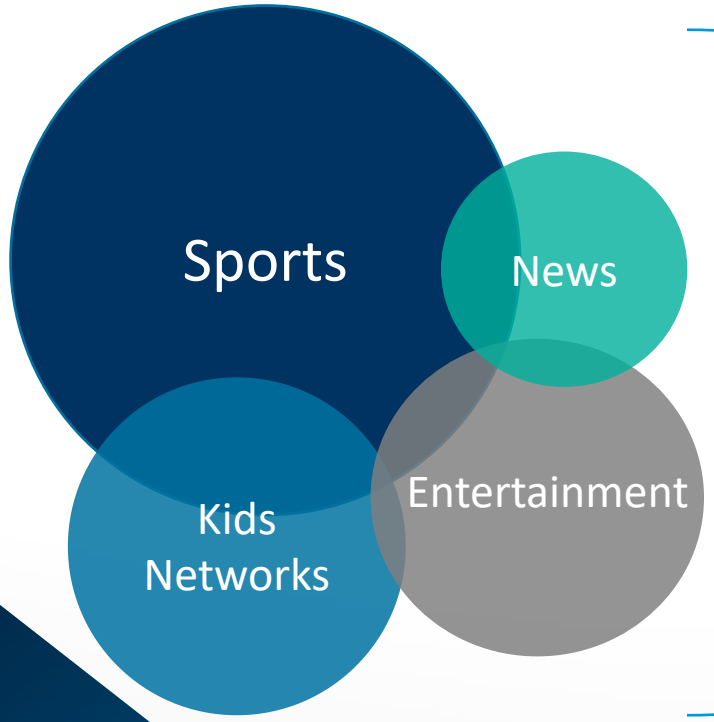
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Include Sports Programming

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Sports Networks Drive Consumers To Take Action



Sports programming is **lean-in** content with highly engaged viewers and third party studies show that sports fans are **more likely to take action** after seeing ads on TV and streaming*. Our attribution insights not only support this, but demonstrate sports are **extremely effective at driving website response.**

Spectrum Reach Attribution data shows that advertising on sports networks generates a **24% higher** response rate than average.

**Source: Spectrum Reach "The Power of Live Sports"*
AdMall Audience SCAN Target Sports Viewers on TV, Satellite, Internet or Cable – Advertising Response within 30 days of viewing ad.

Spectrum Reach Attribution campaigns from Q3 2022 to Q4 2022, Data delivered from Innovid on 10/03/2023

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Genre Insights Strengthen Returns For Healthcare System

Three Things a Healthcare System Learned from Multiscreen Attribution Actionable Intelligence:

- Sports programming delivered the highest response rates for this healthcare system – 348% higher than average
- Although sports networks only made up 5% of campaign Impressions, these nets drove 18% of the website visits
- An increased investment in sports networks can further drive efficiency and scale

Source: Anonymized Spectrum Reach Attribution campaign Q4 2022, Data delivered from Innovid on 10/03/2023

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3

Invest in the Power of Spectrum News

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Spectrum News Drives Responses

This Just In...

Across top industries - clients who leveraged the power of Spectrum News saw **higher website responses** on average than those advertisers who did not.

+192%

More Responses - Among Legal Advertisers

+30%

More Responses Among Auto Advertisers



*Source: Spectrum Reach Attribution campaigns from Q3 2022 to Q4 2022, Data delivered from Innovid on 10/03/2023.

Number of website responses on average for accounts buying Spectrum News vs. those with no Spectrum News within same industry vertical

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Spectrum News Gives Furniture Retailer A Seat At The Table

Three Things a Furniture Retailer Learned from Multiscreen Attribution Actionable Intelligence:

This local furniture retailer invests in a **wide variety** of networks – purchasing 48 networks total

Spectrum News not only **delivers the most responses**, it drives **86% more** than the next highest network

Investing in local 24-hour news via Spectrum News **brings more furniture customers** to the retailer's website

Source: Annonymized Spectrum Reach Attribution campaign Q3 2022, Data delivered from Innovid on 10/03/2023

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Genre Influence

Sports & News: The New Influencers

Consumers are influenced to take action by high-profile lean-in content. But what that looks like can differ for each category.

- News networks drive a 50% higher than average response rate for grocery stores
- Sports networks drive 27% higher than average response rate for auto dealers
- Kids networks have a 58% higher than average response rate for retail



Driving Responses for Grocery Stores

1. News Networks
2. Sports Networks
3. Entertainment Networks



Driving Responses for Auto Dealers

1. Sports Networks
2. Entertainment Networks
3. Spectrum News



Driving Responses for Retail

1. Kids Networks
2. Sports Networks
3. Entertainment Networks

Source: Annonymized Spectrum Reach Attribution campaigns from Q3 2022 to Q4 2022, Data delivered from Innovid on 10/03/2023

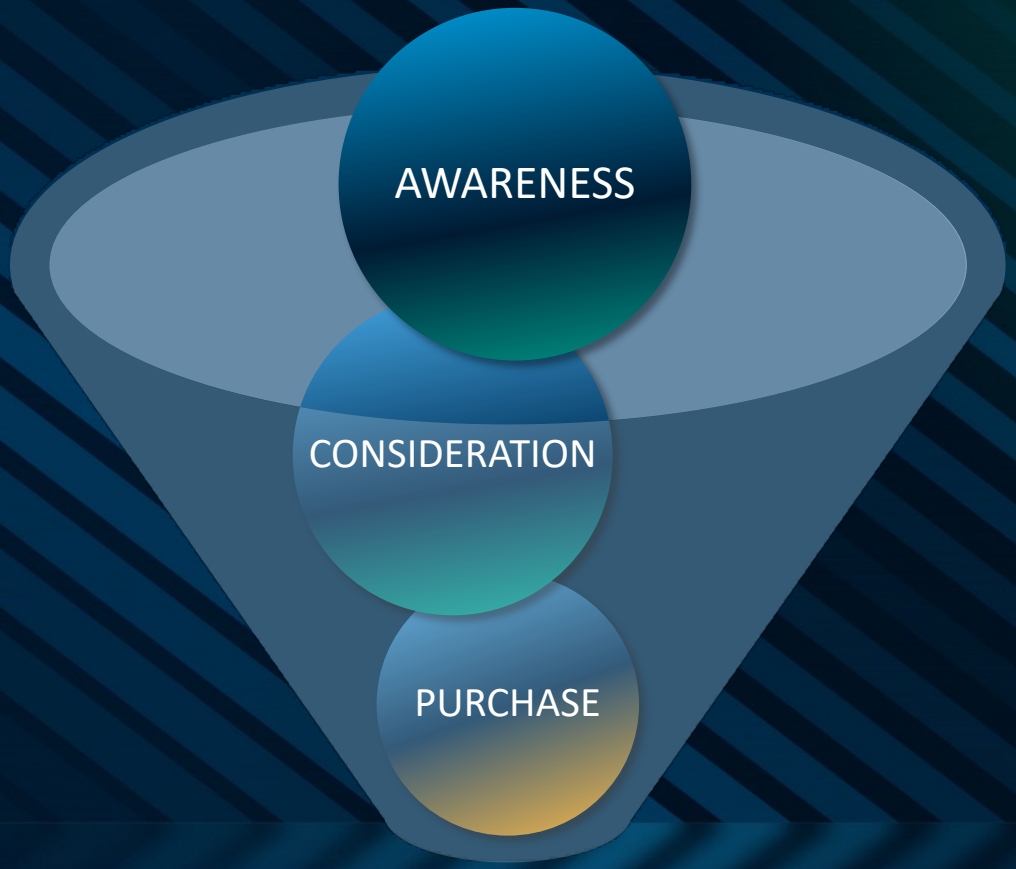
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Understand Your Industry

(What day of week is most impactful to YOU?)

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Unmatched Insights Full Funnel Results



- When you think of traditional attribution you probably think of lower funnel brands and products with a strong call to action (Retail, Automotive, etc.).
- **Our results are showing some surprising findings from industries not typically considered lower funnel.**
- Healthcare and Education are among our top 5 industries for response and response rate.

TOP 5 INDUSTRIES (HIGHEST AVG. RESPONSE RATE)

- Healthcare
- Financial Services/Insurance
- Travel/Leisure/Entertainment
- Retail
- Education

Source: Spectrum Reach Attribution campaigns from Q3 2022 to Q4 2022, Data delivered from Innovid on 10/03/2023

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Day Of Week By Category

Think about how you move through your typical week and the patterns that start to emerge. Are you **more likely to spend Saturdays** planning your next family vacation? Or maybe **spend Mondays** dreaming about your next new vehicle?

Our data driven day-of-week attribution insights highlight the unique aspects of each vertical. Knowing when your customers are more likely to engage – gives you an advantage when it comes to media optimization.

Top Day(s) of Week for Response Rate by Vertical/Industry

Monday

AUTOMOTIVE

Monday Response Rate 13% higher than Average Automotive Response Rate

Tuesday

EDUCATION

Tuesday Response Rate 11% higher than Average Education Response Rate

Wednesday

GROCERY

Wednesday Response Rate 14% higher than Average Grocery Response Rate

Thursday

FINANCE & INSURANCE

Thursday Response Rate 12% higher than Average Finance/Insurance Response Rate

Friday

RVs & MOTORCYCLES

Friday Response Rate 10% higher than Average RV's & Motorcycles Response Rate

Saturday

TRAVEL & LEISURE & ENTERTAINMENT

Saturday Response Rate 42% higher than Average Travel/Ent. Response Rate

Sunday

RETAIL

Sunday Response Rate 19% higher than Average Retail Response Rate

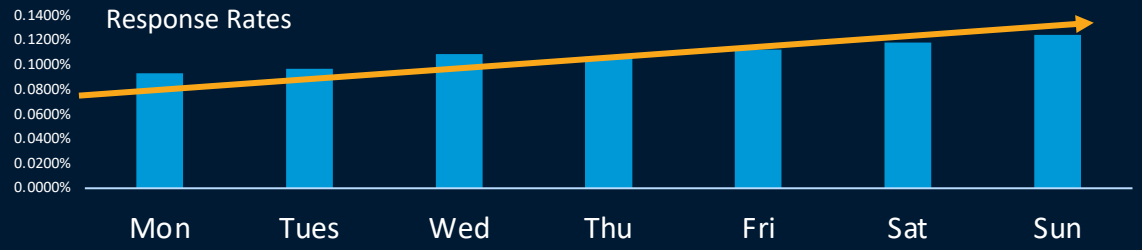
Source: Spectrum Reach Attribution campaigns from Q3 2022 to Q4 2022, Data delivered from Innovid on 10/03/2023

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Day Of The Week Insights
Help Balance Efficiency and Scale

Three Things Appliance Retailer Learned from Multiscreen Attribution Actionable Intelligence:



Response rates increased as the week progresses and consumers move towards the weekend

Although weekends saw highest response rates, two-thirds of total responses came from M-Th. A consistent week-long campaign is key to driving consumer action

Source: Anonymized Spectrum Reach Attribution campaign Q4 2022, Data delivered from Innovid on 10/03/2023

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5

Customize Your Creative

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See how Spectrum Reach drove a 25% higher website Response Rate using customer mapping and data-driven creative for Pella Windows and Doors of Wisconsin

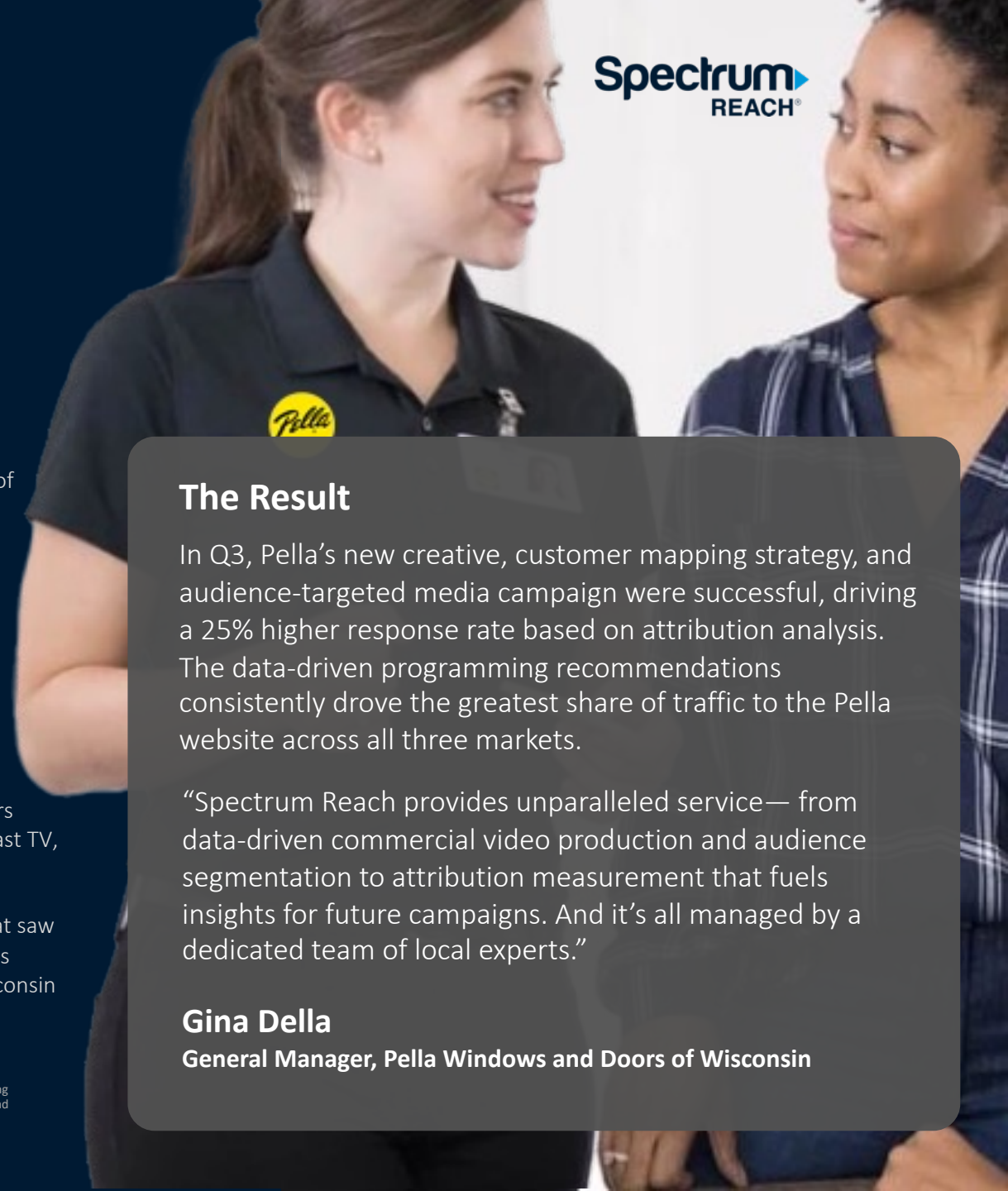
As the home improvement surge waned, Gina Della, the General Manager of Pella Windows and Doors of Wisconsin, needed to maintain the company's growth trajectory and find new ways to improve media effectiveness—with only half its TV budget. Spectrum Reach proposed a data-driven approach, using Pella's own first-party client data and attribution measurement to better define their audience, inform commercial creative, and build a more targeted media campaign.

1. **Client Data Analysis:** Spectrum aligned Pella's first-party customer data with best-in-class third-party audience profile data, to reveal that the company's consumers were upscale homeowners with families, working in professional occupations, in urban/suburban settings. Spectrum Reach produced new ads infused with these attributes to better engage audiences.

2. **Geo-Segmentation Analysis:** Spectrum mapped customer locations and revealed that most customers lived in well-defined geographies near the city. Instead of buying full-market geographies and broadcast TV, Pella invested in Spectrum Reach zones to target their best prospects.

3. **Data-Driven Program Selection:** A Q2 Multiscreen Attribution analysis that measured households that saw their ad AND visited their website, revealed that upscale sports like tennis, golf, and the NFL, as well as networks like CNBC, Spectrum News, and HGTV, were favorites in homes that visited the Pella of Wisconsin website. A new media campaign featuring recommended networks was developed for Q3.

Source: Client proprietary customer data, provided on 06.14.22. Data extrapolated thru Neustar E1X. Run date 06.30.22.Source: Innovid, based on Deterministic measurement of viewing data on HH exposed to ad on multiscreen TV and visited the client's website. Innovid measures all traffic to the site, determining what is TV driven based on actual ad-exposure data, and then removes anything that has no relation to the actual campaign being measured. Pella 2Q andQ3 2022 reports.



The Result

In Q3, Pella's new creative, customer mapping strategy, and audience-targeted media campaign were successful, driving a 25% higher response rate based on attribution analysis. The data-driven programming recommendations consistently drove the greatest share of traffic to the Pella website across all three markets.

"Spectrum Reach provides unparalleled service— from data-driven commercial video production and audience segmentation to attribution measurement that fuels insights for future campaigns. And it's all managed by a dedicated team of local experts."

Gina Della
General Manager, Pella Windows and Doors of Wisconsin

To learn more about how Spectrum Reach delivers advertising that works, visit

SpectrumReach.com

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