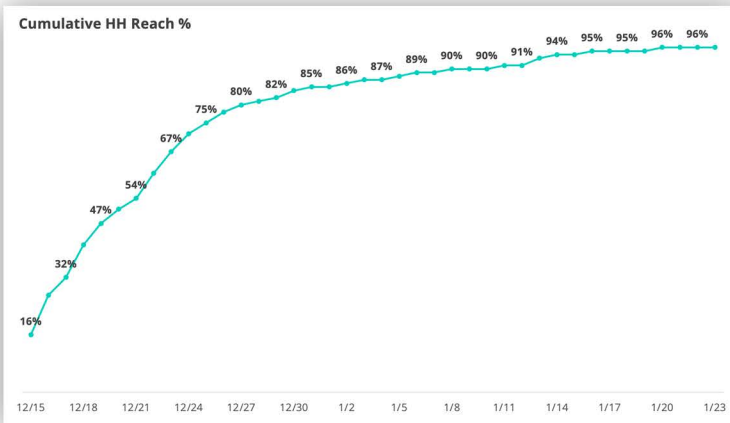


CASE STUDY

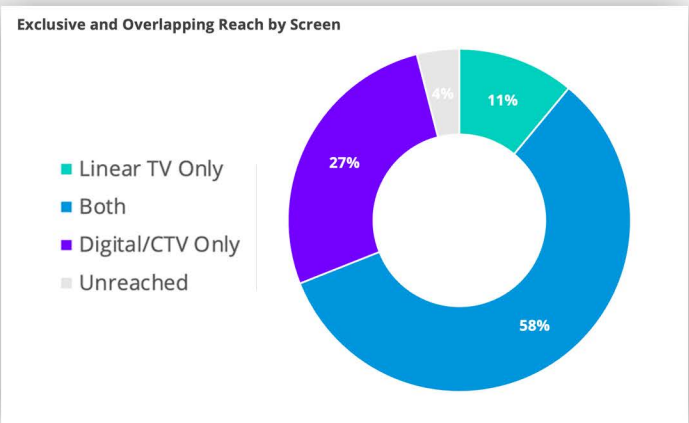
REACHING NEW HEIGHTS IN NEW HAMPSHIRE

In spite of the highly inefficient TV markets and heavy competition from other candidates, Cross Screen Media (CSM) empowered a leading political agency and their presidential PAC client to reach **96%** of GOP primary voters leading up to the New Hampshire presidential primary. The agency was able to maximize total exposure amongst target voters by leveraging daily reach measurement across linear TV and CTV and optimizing targeted CTV and digital video ad buys to complement the linear buy.

CAMPAIGN REACH OVERVIEW



96% of GOP primary voters were reached an average of **14 times per week** across screens.



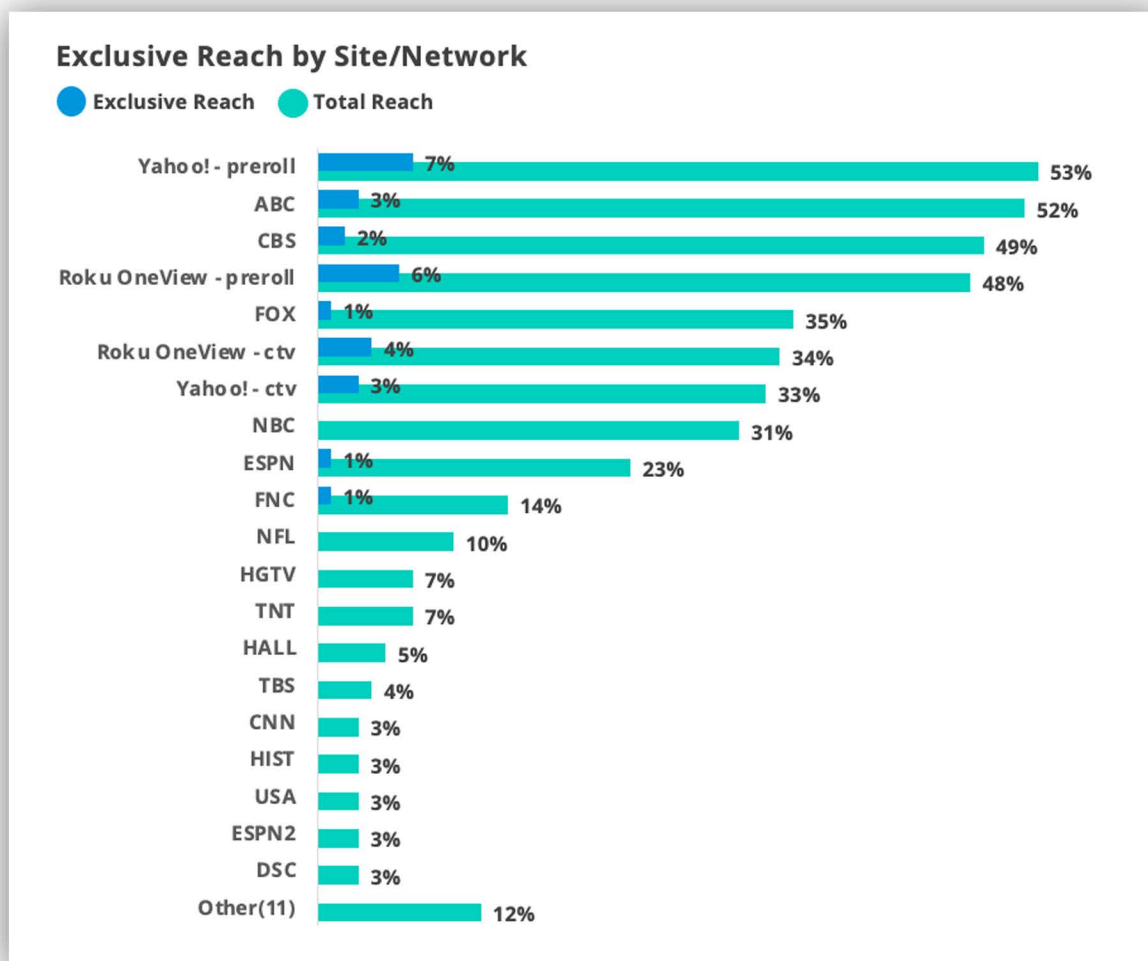
27% of the target voters were reached exclusively on CTV / digital video.

HOW DID CSM OPTIMIZE DIGITAL SPEND TO COMPLEMENT THE LINEAR TV PLAN?

- Media Consumption Habits** - Utilizing data on the media consumption of GOP primary voters, the agency determined linear TV was significantly more expensive than CTV and digital video on a cost per target basis. The agency used this data to drive efficient impressions through CTV ads that were **~6X** cheaper on average than linear TV for viewable on-target ads.
- ACR Planning Data** - The agency leveraged CSM's ACR data to identify heavy viewers of key linear networks like WMUR and Fox News, then efficiently targeted them with premium CTV and digital video ads, driving higher frequency to key voters at a fraction of the cost of linear.

HOW DID CSM DRIVE INCREMENTAL REACH TO TARGET VOTERS?

- **Cross Screen Reach Measurement** - The agency used CSM's ACR data directly from the device manufacturers to measure every linear TV impression and then targeted CTV and digital video ads to voters with low to no frequency on linear TV.
- **Opening Available Inventory** - CSM leveraged multiple leading DSPs to identify and add select networks to the buy which drove exclusive reach to the GOP Primary voter audience, significantly improving total reach.



MAXIMIZE REACH TO YOUR TARGET VOTERS

Cross Screen Media can help you identify the optimal media mix to reach your target voters, measure cross-platform reach and frequency, and rapidly scale your CTV activation. Reach out to our team to get started!