

CASE STUDY PUBLIC AFFAIRS INFLUENCER

A public affairs agency customer of Cross Screen Media needed to help their end client kill discussions of a particularly harmful piece of legislation within the White House. Cross Screen Media used its custom influencer data to build an audience of White House appointees, Executive branch employees & staffers, and administration donors/influencers and deliver awareness/persuasion ads via CTV & digital channels.

TARGET AUDIENCE CONSUMPTION HABITS

Cross Screen Media provided the agency consumption data for the target audience, and provided the agencies' TV buyer analytics for which programs the target audience over-indexed and placed the CTV and digital ads over a 2 week flight.

Influencers		CTV Tiers		
		Heavy	Light	None
TV Tiers	Heavy	8%	9%	11%
	Light	11%	13%	12%
	None	10%	13%	14%

Geography:
WH Exec, etc, in Wash. DC
DMA

Audience Name:
Influencers

Total Audience:
5,682

Reachable on TV:
3,572 (63%)

Reachable on CTV:
3,618 (64%)

Exclusively Reachable on CTV (No TV):
1,340 (24%)

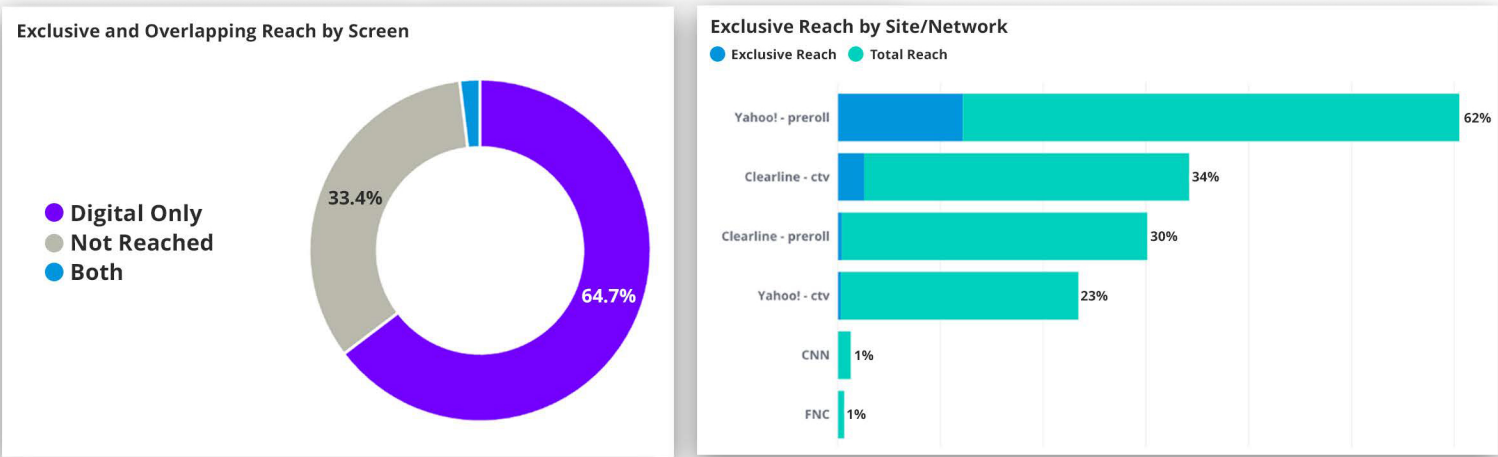
34% are heavier consumers of CTV than TV.

13% are equally reachable on CTV and TV.

14% are unreachable on both CTV and TV.

PERFORMANCE

67% of the tgt. audience was reached at an avg. frequency of 15 with 2% of reach from Cable and 65% from digital/CTV.



RESULTS

Cross Screen Media's agency partner received word from their client that the ads had reached the highest levels of visibility, including the White House, and needed to be taken off the air due to the stir they were causing. The administration quickly shut down further discussion of the issue. Not only did the campaign deliver impactful results, but the public affairs agency saw an increased share of the client's budget for future advocacy efforts.