PANEL SPEAKERS

6IX0ERO5IVE.

Dr. Lindsey Woodland
GVP, Client Data Science

CADENT

Jes Santoro
EVP, Advanced TV & Video

OVERVIEW:

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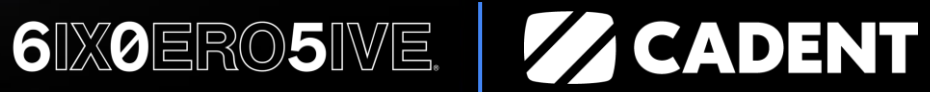
A Next Generation Independent Measurement & Attribution Company

Company Overview

Our core business & data partnerships focus on making linear TV as actionable and relevant as digital media. As our business continues to grow, we provide solutions for all industries; serving both buy-and-sell side, programmers, advertisers, brands and agencies with transparent data and processes.

Our measurement and attribution solutions meet unique requirements for advertisers looking to maximize **efficiency** and **effectiveness** of their marketing dollars.

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The Largest Independent Platform For Advanced TV Advertising

Company Overview
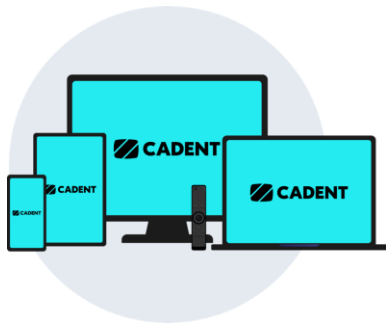
Cadent powers the evolution of TV brand advertising. We provide marketers, agencies, operators, and media owners with data-driven solutions for buying and selling TV advertising. By connecting brands with opportunities across national inventory sources—cable, broadcast, and OTT—our technology improves efficiencies and boosts the results of linear, addressable, and cross-screen campaigns.

Our technology stack includes **Aperture Platform, powered by Aperture Viewer Graph** – our proprietary IP-to-HH mapping solution.

Who are some of our Clients & Partners?

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Agencies	Brands				
ASSEMBLY, CARAT	abbvie	Bayer	Benjamin Moore	(Chipotle)	Canva
essence, groupm	CVS pharmacy	Dell	Denny's	ESPN	Google	JACK LINKS
HAVAS GROUP, horizon media	Henkel	Hilton	invisalign	LEGO	Lilly	L'ORÉAL
Initiative, Media Storm	MARS	Mattel	MICHELIN	Mondelez International	Old Spice	Post
MEDIACOM, MINDSHARE	Pernod Ricard	Playtika	pepsi	Reckitt Benckiser	Red Bull	SC Johnson
OMD, phd	Square	Red Lobster	turbotax	TikTok	verizon	Vrbo
SPARK, Starcom						
UM, iPROSPECT						
WM WAVEMAKER, Zenith						

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Identity Spine + ID Resolution Partners

experian.   LiveRamp

Data Vendors

CATALINA   PlaceIQ   PJk   SWOOP

FOURSQUARE   affinity   dynata   LUCID A Cint Group Company   captify

Connections + Enablement

CONVIVA   OPERATIVE

imagine COMMUNICATIONS

MARKETPLACE CHALLENGES

State of the Industry

The media marketplace continues to be impacted by many **challenges.**

ECONOMY

PROCUREMENT

FRAGMENTATION

STREAMING FLUX

RATINGS SHIFT

DATA ACTIVATION

REACH

MEASUREMENT & ATTRIBUTION

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CASE STUDY OVERVIEW

Unified Targeting Strategy

A big box retailer best known for selling home décor and craft supplies wanted to drive awareness around their holiday promotions and sales of their seasonal products.
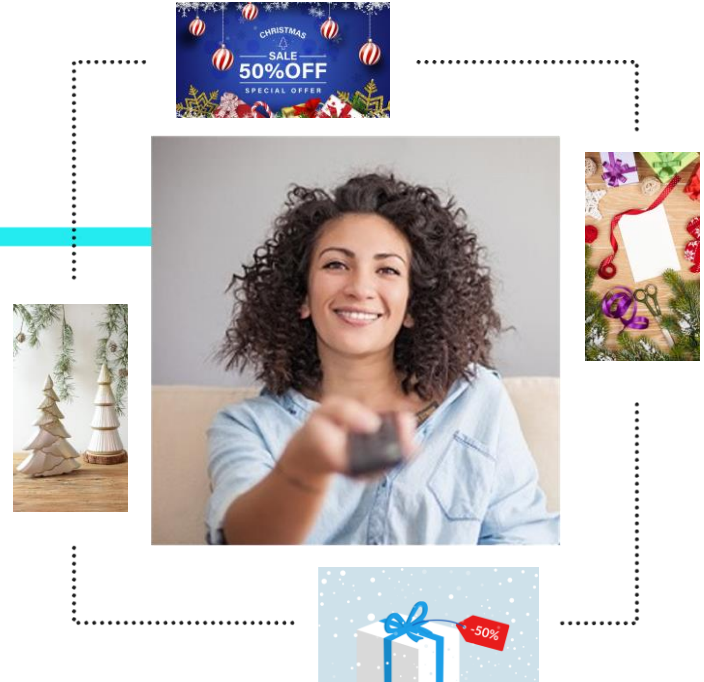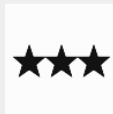
Objective

As this craft retailer prepared for the 2022 holiday season, it was imperative to **increase awareness as a destination for holiday shopping.**
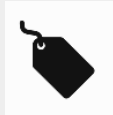
DRIVE AWARENESS AROUND THEIR HOLIDAY PROMOTIONS AND SEASONAL PRODUCTS

ACQUIRE NEW CUSTOMERS AND COMPETITIVE SHOPPERS

DEFEND LOYAL CUSTOMERS

Targeting & Measurement Solution

IDENTIFY AND SCALE AUDIENCES

- **Aperture Viewer Graph engaged a custom curated audience;**
- Female shoppers who purchase home décor & holiday products
- Black Friday/Cyber Monday or last-minute shoppers
- Shop at craft & home décor stores

ACTIVATE WITHIN PREMIUM INVENTORY

- **Ads were served to targeted households** across broadcast, cable, and CTV
- **Flighting**: 11/01/2022 - 12/10/2022 with additional 21-day attribution window through 12/31/2022

MEASURE SUCCESS AND OPTIMIZE

- **Leverage robust measurement capabilities** to understand success in flight or post campaign
- **Optimize inflight or future campaigns** based on learnings
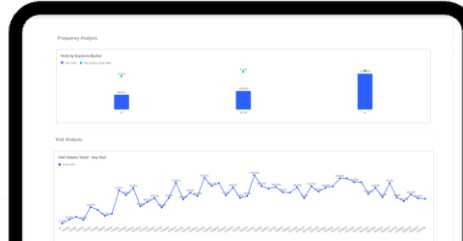
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Case Study Results

Campaign Foot Traffic

Cross-Platform Lift Unique Visitors

+18% Cable only
+30% CTV only
+32% Broadcast & CTV
+39% Broadcast, Cable, & CTV

Frequency Analysis

Peak performance for total visits and unique visitors occurred at **4 exposures.**
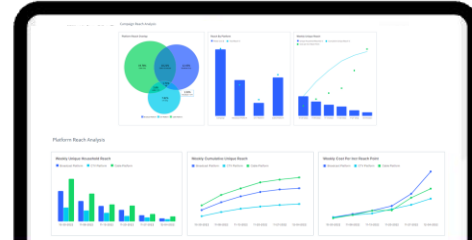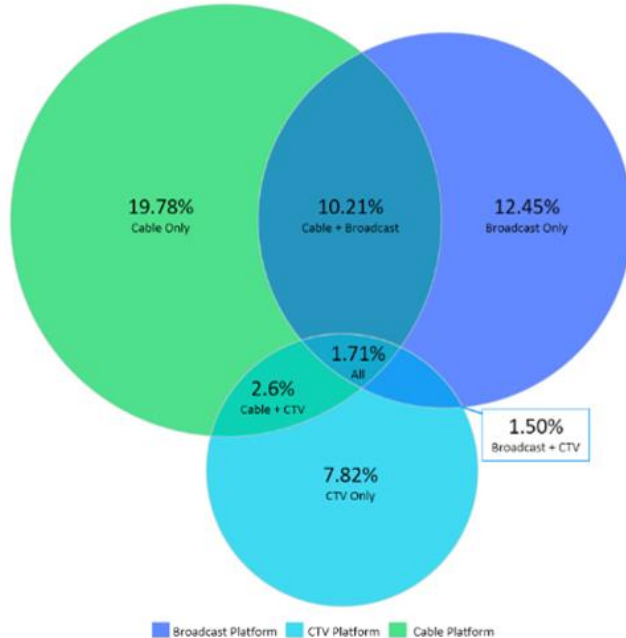
Visit Analysis

The highest volume of **unique visitors occurred** within **a week after first exposure** to the campaign.

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Cross-Platform Reach

Platform Reach Overlap

19.78% Cable Only	10.21% Cable + Broadcast	12.45% Broadcast Only

1.71% All

2.6% Cable + CTV

1.50% Broadcast + CTV

7.82% CTV Only

■ Broadcast Platform   ■ CTV Platform   ■ Cable Platform

Cross-Platform Reach Analysis

Dropping any media tactic misses out on the population of households reached that were only available via a single inventory source.

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Engaging Heavy, Medium & Light Viewers

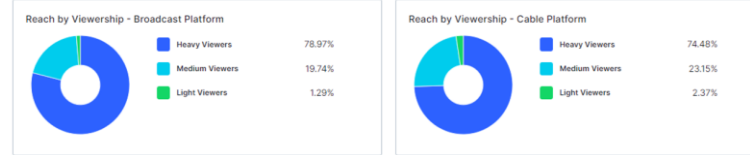**CABLE** was heavily weighted by Heavy and Medium viewers.

**BROADCAST** was heavily weighted by Heavy and Medium viewers.

Including **CTV**, we found many additional Medium and Light linear viewers.

Viewership Analysis

Reach by Viewership - Broadcast Platform

Heavy Viewers	78.97%
Medium Viewers	19.74%
Light Viewers	1.29%

Reach by Viewership - Cable Platform

Heavy Viewers	74.48%
Medium Viewers	23.15%
Light Viewers	2.37%

Viewership definitions based on viewership during the 60 day campaign period: Heavy Viewers: >726 Hrs; Medium Viewers: >133 Hrs; Light Viewers: <= 133 Hrs

Reach by Viewership - CTV Platform

Heavy Viewers	46.38%
Medium Viewers	27.71%
Light Viewers	25.91%
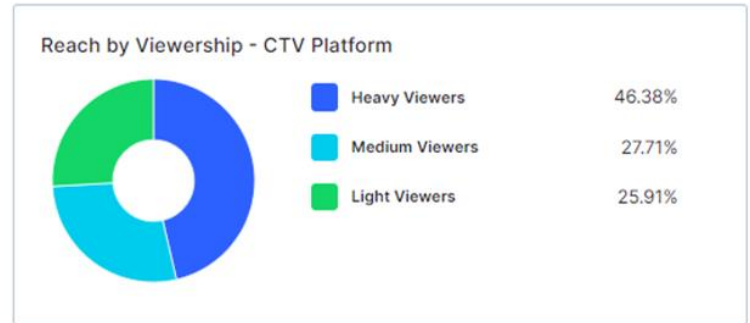
Delivering ROAS

The average basket of this craft & home décor retailer totals $25; meaning for **every $1 spent with Cadent, the retailer saw $5 incremental ROAS.**

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Scaling for the Future

|	
Current measurement solution allowed for linear television executions to be measured...	Improved infrastructure and collaboration was achieved by expanding the current data model to allow cross platform attribution to be reported.
Existing processing automation on both sides accommodated a straightforward single channel analysis...	Enhanced existing code to automate cross-platform reporting and analysis, improving speed and efficiency.
Request for reporting and delivery of analysis was passed through email...	Cadent utilizes 605's automated portal to request reporting and kick off processing; 605 drops results to Cadent, routing the analysis through an automated portal to kick off data ingestion.
Reports were customized for each campaign, making it difficult to replicate...	Templatized reports allow for consistency and reliability of expected results – shrinking processing time from days to hours.
Migration from local processing to cloud native solution...	Cadent can now scale services as needed, and process multiple reports in parallel.

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METHODOLOGY

605's Causal Fractional Multi-Touch Attribution Solution

605's Causal MTA approach allows for granular, deterministic measurement across any platform, audience segment and ad spot, empowering the user to determine key drivers of the campaign and optimize planning moving forward.
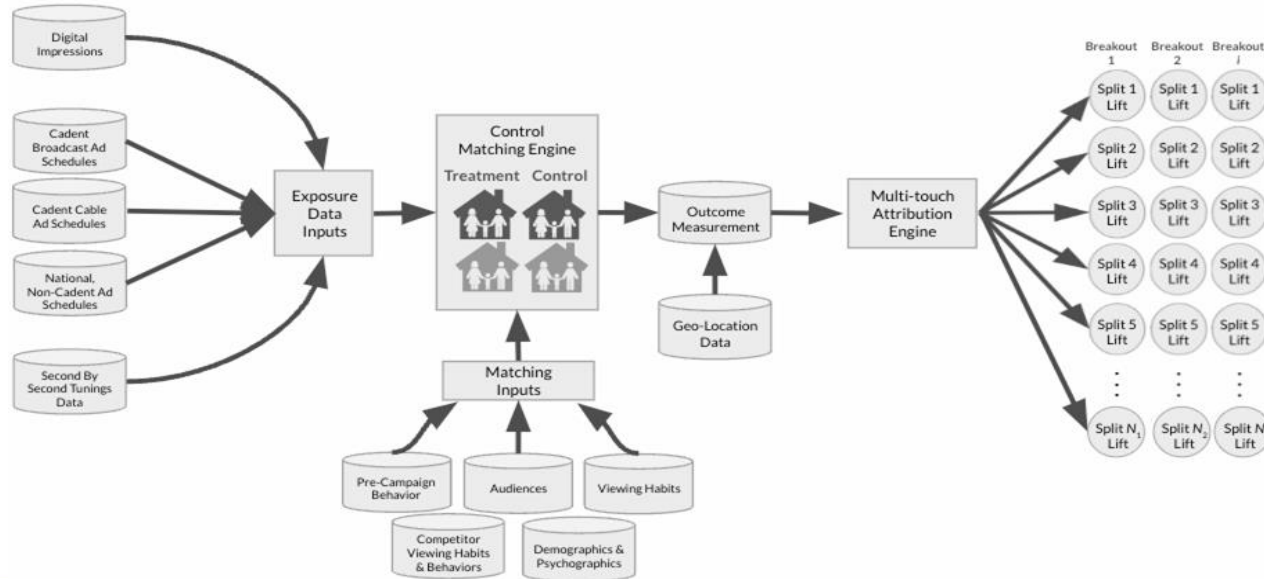
Cross-Platform Weighting

As viewership becomes increasingly fragmented in the age of cord cutting, understanding where media is consumed and by whom is becoming more important for marketing, programmers and brands alike.

Individual & overlapping channel/platform universes make traditional weighting methodologies inadequate due to the lack of consistent information across all platforms.

605 utilizes a custom weighting methodology specifically designed to account for multiple platform biases, enabling 605 to holistically measure and project national reach across individual and overlapping platforms.
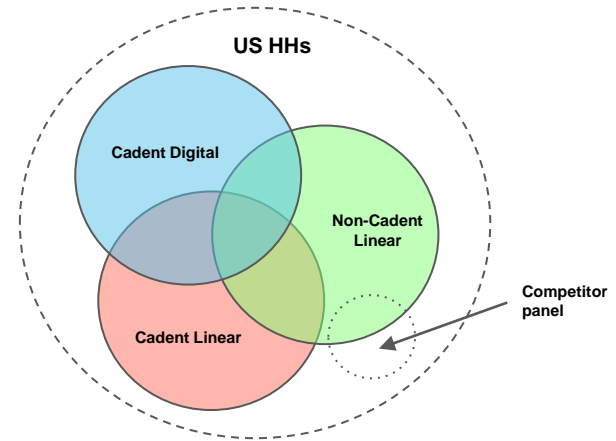
Attribution - Causality

To determine causal attribution, 605 uses a "Matched Control" to remove outside influences and biases.

- Predefined randomized ad assignment is impossible within cross-platform campaigns that include linear tv.

- Naive comparisons of exposed vs. unexposed provide directional guidance but introduce biased estimates, as the baseline likelihood of conversion differs between the two populations.

- To minimize bias and determine causal impact, 605 applies machine learning methods to match each "treated" household to unexposed households that compose a "matched control" group.

● Matched similar HHs
■ Unexposed HH that did convert
■ Unexposed HH that did not convert
■ Exposed HH
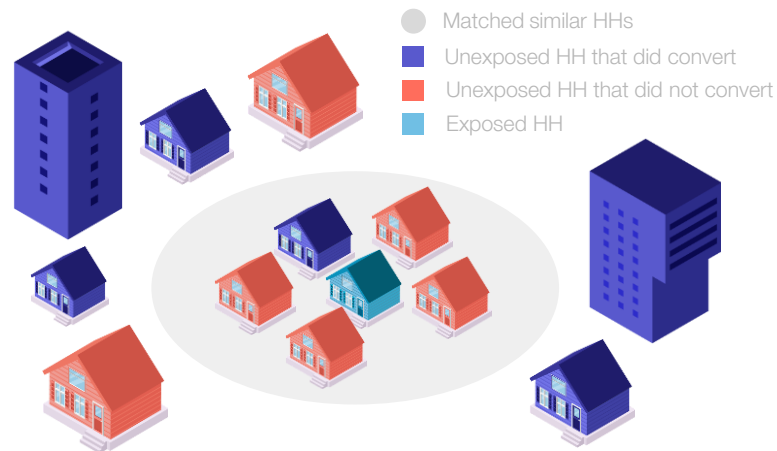
The teal Exposed household is most similar to its nearest five neighboring Unexposed households (circled). These circled similar households represent the synthetic control. Among them, the four red households did not convert during the measurement period and the blue household did convert during the measurement period. This establishes a synthetic control baseline of 20%.

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Fractional Multi-Touch Attribution

Methodology matters. Differing approaches will yield widely different results.

How do you know what is correct?

605's causal MTA approach provides stable, reliable results that have been researched and tested across hundreds of real campaigns and simulated data to ensure our approach is yielding accurate results.
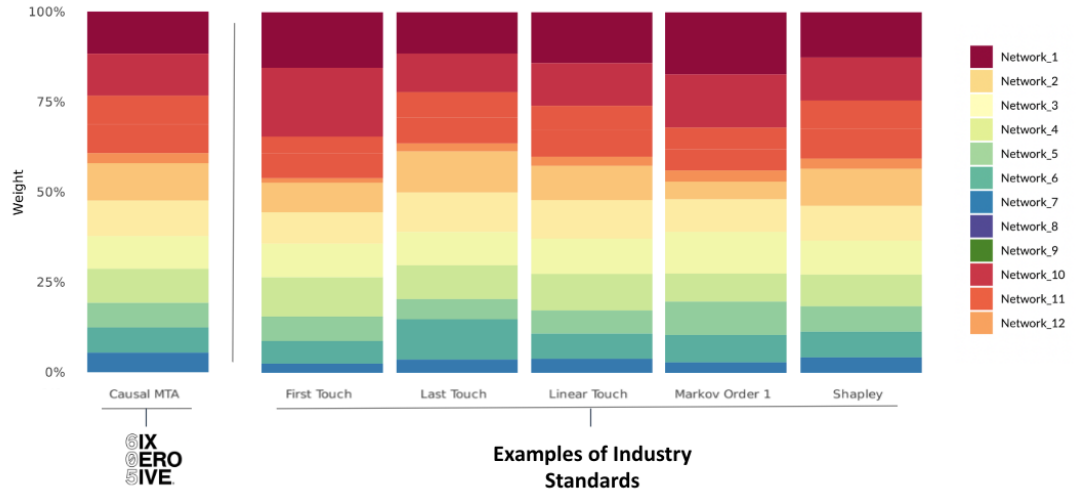
NEXT STEPS

Key Takeaways

Understanding which targets can be reached but also moved by various platforms can help advertisers plan their campaigns more effectively.

- **Future clients can shift dollars between channels to better optimize their campaigns – in real time.**
- **Prior results can be used to inform future work.** Clients can sub-target their campaigns by creating multiple targets, based not only on media consumption, but also media responsiveness to improve each targets' projected ad effectiveness.

As media consumption continues to evolve and cross-platform consumption increases, it is important for advertisers to **measure the reach and effectiveness of multiple avenues of ad exposure** and not consider exposures in platform silos.