

Meineke extends unique reach across live sports on CTV while tying online advertising to offline visits

CASE STUDY

Client

Rise Interactive

Method

Connected TV



RUN ALONGSIDE POPULAR LIVE SPORTS TO GAIN INCREMENTAL REACH

Meineke, an auto repair service provider, wanted to drive customers into store locations but struggled to measure the incremental reach of their digital media efforts.

Rise recommended a Connected TV (CTV) focused strategy to reach an engaged audience. Activating The Trade Desk's live event deals, Meineke aligned with premium inventory, like NHL and NFL games. Then, by layering on third-party data, Meineke was able to reach the right audience while they engaged with premium content.

MEASURE THE IMPACT OF YOUR TV BUYS

Using the Nielsen Over-the-Top (OTT) measurement capabilities available through The Trade Desk, Rise quantified the incremental reach of campaigns by measuring the exposed lift of CTV viewers who were not reached by ads shown on linear TV.

The On-Target Percentage (OTP) across all the target demos was higher on CTV compared to linear TV. For ages 25-54, CTV's OTP was 46% higher than the OTP for linear TV, and across a younger demographic, 18-34, CTV was on target over 180% more than linear TV.

Additionally, Rise was able to avoid ad saturation by using frequency caps. On average, viewers were exposed to the same ad one-third fewer times on CTV than via linear TV, making for a better consumer experience.

Through their strategic planning and activation, Rise reported ~48K Factual in-store visits over two months, driving 5% of users reached to a Meineke location. Not only did Rise succeed in increasing brand awareness and reaching a new, unique audience, but it also helped to prove that CTV as a channel can ultimately lead to conversions.

THE RESULTS

63%

higher conversion rate on live sports

1/3

lower frequency on CTV than linear TV

~48K

offline conversions