

CASE STUDY



YMCA extends unique reach across premium TV content with CTV

Brand:

YMCA (a non-profit organization)

Agency:

Kelly Scott Madison (KSM)

Product:

Connected TV (CTV)

Goal

- Extend reach and improve brand awareness for the Y

Approach

- Used the Publisher Management Platform to activate a set of hand-selected CTV deals from premium networks
- Secured first-party deals focused on live, awards show content
- Launched a Nielsen Connected TV Analytics study to measure the effectiveness of the campaign running in parallel with linear TV

Results

- Live sports Private Marketplace deals drove 17% of total CTV spend, featuring events like NFL and NCAA college football games, and prime time award shows such as the People's Choice Awards and the CMA Awards.
- Based on the Nielsen study conducted from Nov – Dec 2018, the campaign achieved the following:
 - TV ads reached over 1MM unique users who were not exposed to the same advertiser's ads on linear TV
 - 89% of people ages 18–34 reached through CTV were unique (not reached by ads on linear TV)
 - 5.6x higher OTP for CTV ads compared to linear TV for people ages 18-34

Reaching new audiences – the first step in building brand awareness

Technology has forever changed the way we watch TV. According to a Nielsen study across nine CTV campaigns ran on The Trade Desk platform, 65% of viewers reached through those CTV campaigns had not seen that same ad on linear TV.*

This is especially true for younger demographics, like millennials and Gen Z. So, when the Y was looking to drive brand awareness across a wider audience, their agency – Kelly Scott Madison (KSM) – knew that CTV was the most strategic approach. Plus, as a community and family-oriented company, the Y needed assurance that their ads would only run alongside premium, brand-safe content.

Run alongside TV-quality content on CTV

KSM understood that the caliber of linear TV programming could be maintained through CTV given its access to live event, private marketplace deals. The Y's message ran on only high-quality television content across popular events like college and NFL Football games, as well as the People's Choice Awards and the Country Music Association (CMA) Awards.

Using Nielsen's CTV Analytics available through The Trade Desk, KSM ensured that they would be able to quantify the incremental reach that they were driving.



Gain deeper insights with CTV to inform future TV buys

Ultimately, KSM helped the Y reach a unique audience of over 1MM viewers – on popular, live-TV events – that they would have otherwise missed. Through Nielsen reporting, they quantified the unique reach they were driving per demographic, offering valuable insights. For instance, a large percentage (89%) of younger demographics (ages 18-34) reached on CTV had not seen the ad on traditional TV. They also discovered for this age bracket that CTV had 5.6x higher On-Target Percentage (OTP) than linear TV, proving accuracy and strong performance against campaign goals.

Not only did KSM succeed in reaching a new, younger audience – it helped to prove that CTV is an effective complement to their linear TV buys by using Nielsen metrics to speak the same language across advertising teams.

*Source: Nielsen CTV Analytics study commissioned by The Trade Desk, across nine CTV campaigns in Q4 2018, P2+ demo.