



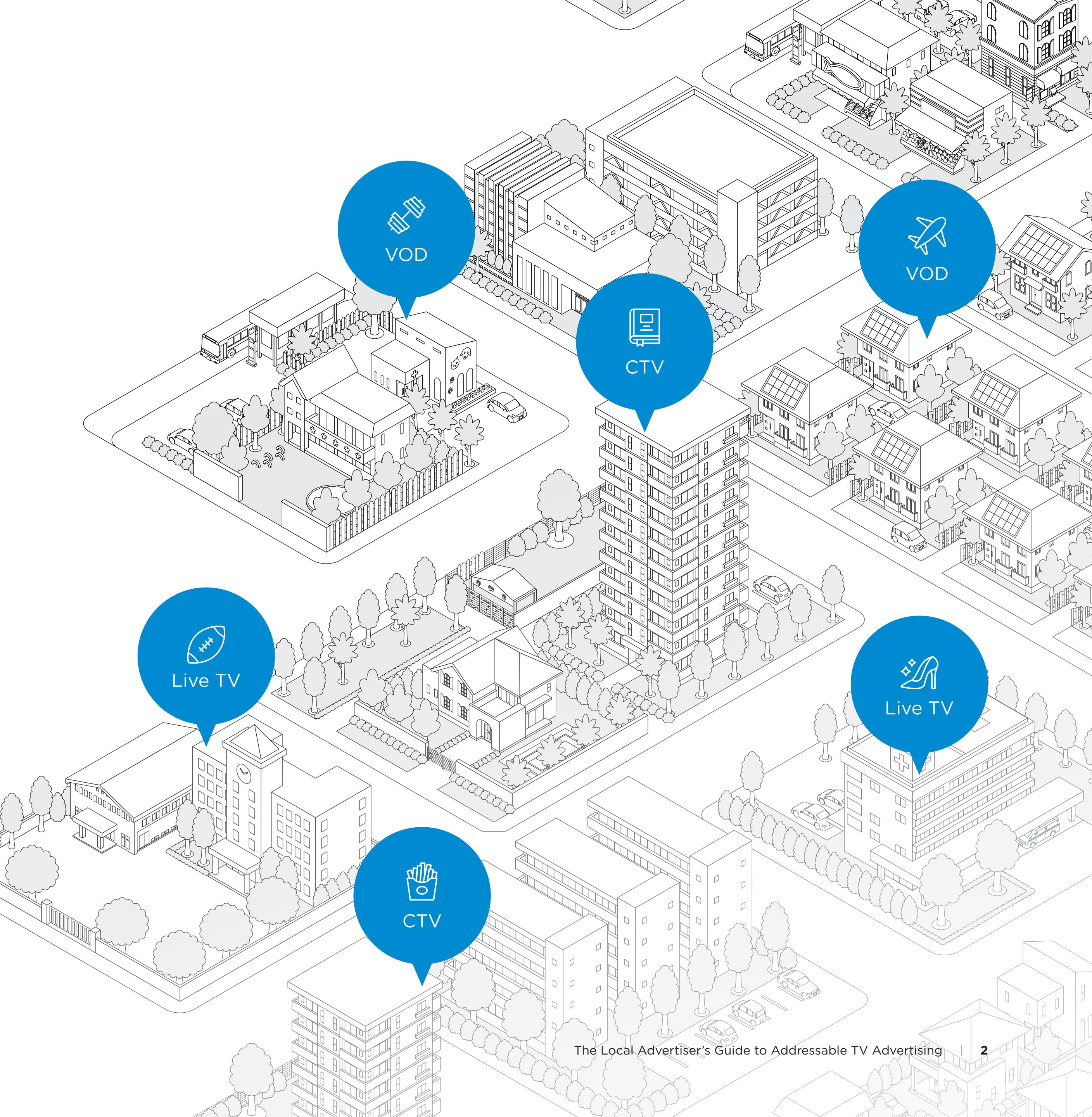
THE  
**LOCAL ADVERTISER'S GUIDE**  
TO ADDRESSABLE TV ADVERTISING



# Introduction

Addressable TV advertising is changing the way advertisers are approaching TV, as it provides more efficiency, accuracy, and accountability than traditional TV advertising alone.

While many national advertisers are already harnessing addressable TV advertising to reach consumers, local advertisers may not yet be aware of all that addressable can offer their brands too. This report provides learnings and best practices specifically crafted to educate local and regional advertisers on how they can make addressable an integral part of their overall multiscreen TV advertising strategy.



# Addressable TV advertising 101

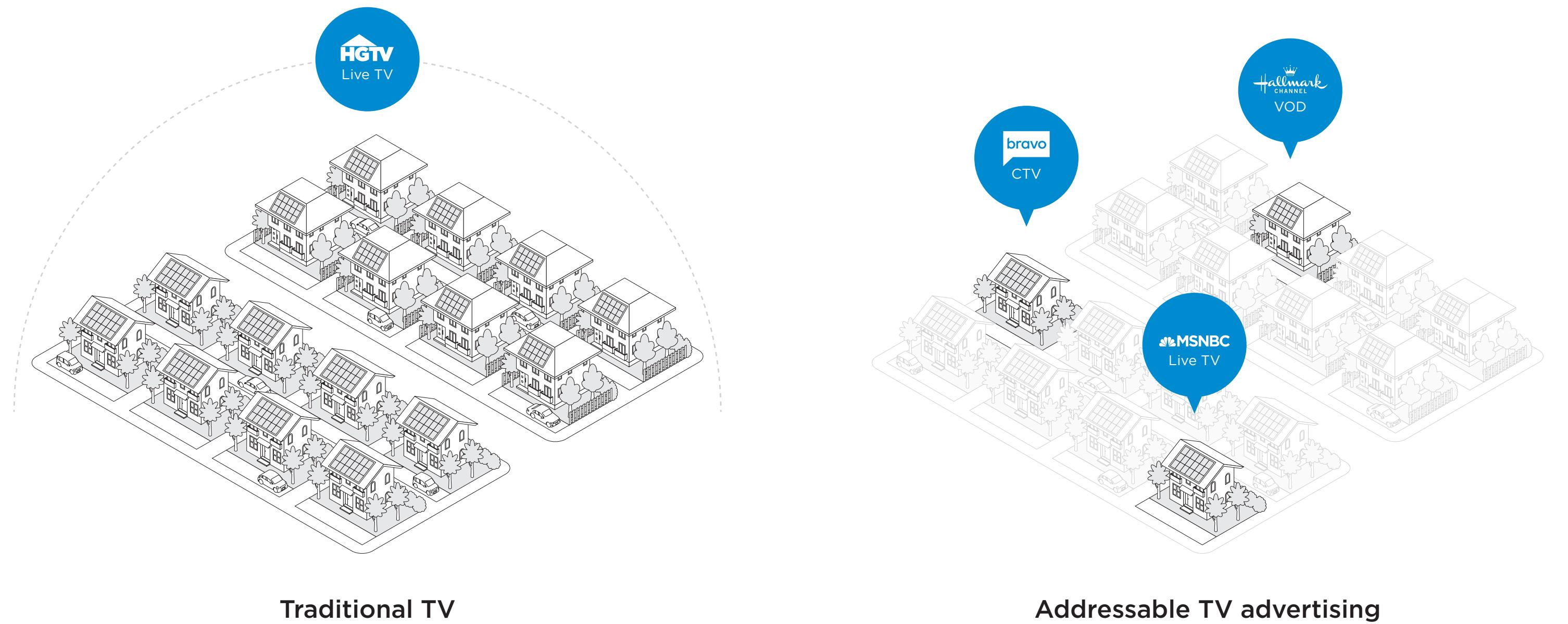
Today, more than 50% of advertisers call addressable TV advertising a must-buy due to its ability to unlock new ways to reach specific audience segments at a household level, in a single campaign, across traditional and streaming TV.

## What is addressable TV advertising?

The ability to deliver targeted ads to specific households, based on deterministic identifiers, wherever and whenever audiences are watching premium content across both traditional TV and streaming.

## How should it be used?

Addressable TV advertising is best used as a complement to a multiscreen campaign, by building on the broader data-driven tactics to put focused attention on the audiences that matter most to the advertiser.



Source: Advertiser Perceptions study commissioned by Go Addressable, October 2024.



# Breaking down addressable TV: Three steps for local advertisers

01

## **Building the foundation of addressable**

A foundation built on good data, complemented by other key strategies, will ensure local advertisers' addressable campaigns are set up to successfully drive business outcomes.

- Ensure each campaign is built on high-quality data.
- Harness a mix of premium scaled inventory, across traditional TV and streaming.
- Use addressable to extend the reach of a geotargeted multiscreen campaign.

02

## **Planning the optimal addressable campaign**

Local advertisers should understand what makes up an impactful campaign in terms of audience size and placements across traditional and streaming TV.

- Use an audience size with a 10-30% penetration.
- Let data determine the best placements.
- Allocate 30% of impressions to addressable to maximize reach.

03

## **Measuring addressable's performance**

Addressable makes it easy for local advertisers to measure and prove campaign performance.

- Analyze reach and frequency holistically across strategies.
- Measure how the campaign inspired action using website conversion data.
- Assess return on ad spend to help understand how a campaign drove consumer action.

A man and a woman are sitting on a dark couch in a living room. The woman, on the left, is wearing a denim jacket over a yellow top and blue jeans. She is smiling and holding a remote control. The man, on the right, is wearing a white cardigan over a brown shirt and glasses. He is also smiling and holding a bowl of popcorn. They are both looking towards the camera. The background shows a kitchen area with wooden cabinets and a dining table.

Building the foundation  
of addressable



## 01 Ensure each campaign is built on high-quality data

The underlying data used to create and execute addressable campaigns plays a large role in their success since the efficiencies of addressable TV advertising come from the ability to target the intended audience. **Accuracy depends on the quality of data.**

**The addressable audience pool should be based on authenticated information linked to an individual consumer or household such as physical address, also known as deterministic data.** Other data sources may use modeled sources or audience identifiers that change more often (like IP address). Identifiers based on postal address have higher initial match rates than IP address, which means a larger audience pool can be more accurately identified and reached.

### Initial match rate for data sources



### Key insight for local advertisers

Look to a multichannel video programming distributor (MVPD) partner that utilizes deterministic data to match households to help ensure there is adequate reach potential and the campaign is reaching the right target audiences.

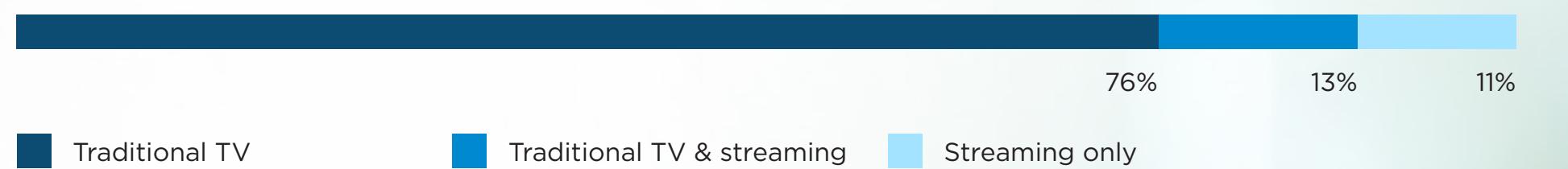
Source: CIMA, Guidelines for Planning and Buying Addressable TV Advertising, Feb. 2024, page 34, analysis based on MVPD data.

## 02 Harness multiscreen TV to maximize addressable's reach potential

While good data is the foundation for a successful addressable campaign, local advertisers should ensure they are using a mix of premium scaled inventory, across traditional TV and streaming, to maximize their reach potential.

Among addressable campaigns, 76% of total reach is unique to traditional TV, while 11% is unique to streaming, with the remainder being reached by both.

Addressable multiscreen reach share



### Key insight for local advertisers

Work with a partner that has access to premium TV inventory and can place advertising in both traditional TV and streaming environments.

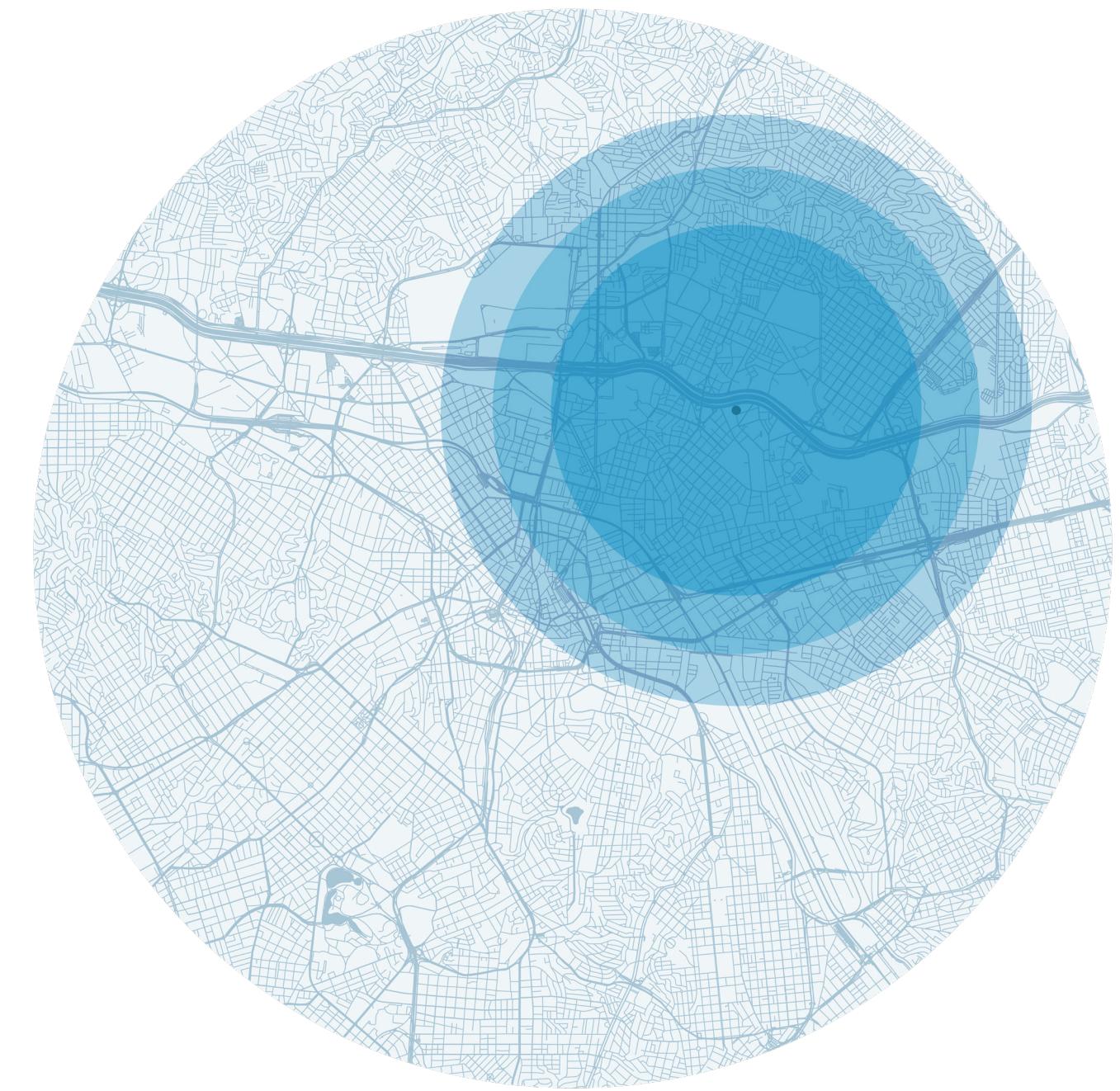
Source: Comcast Advertising Multiscreen Advertising Report, 1H24, Comcast aggregated viewership data combined with ad exposure data from TV + Comcast Advertising streaming campaigns + Audience Addressable campaigns (1H24).

## 03 Use addressable to extend the reach of a geotargeted multiscreen campaign

A large audience pool along with geographic targeting capabilities allows local advertiser dollars to go farther, particularly when sales are concentrated in one part of a market. Addressable can be used to efficiently reach buyers outside a local advertiser's primary market area (PMA).\*

### Case study

In one campaign that geographically targeted a specific PMA, the client layered on addressable for incremental reach. While the addressable portion delivered audiences both within and outside the geographic area, **37%** of the resulting addressable conversions came from outside the PMA. This demonstrates that by using addressable to broaden reach geographically while more precisely targeting audiences, an advertiser can discover incremental customers that would have been missed with PMA geotargeting alone.



Addressable conversions



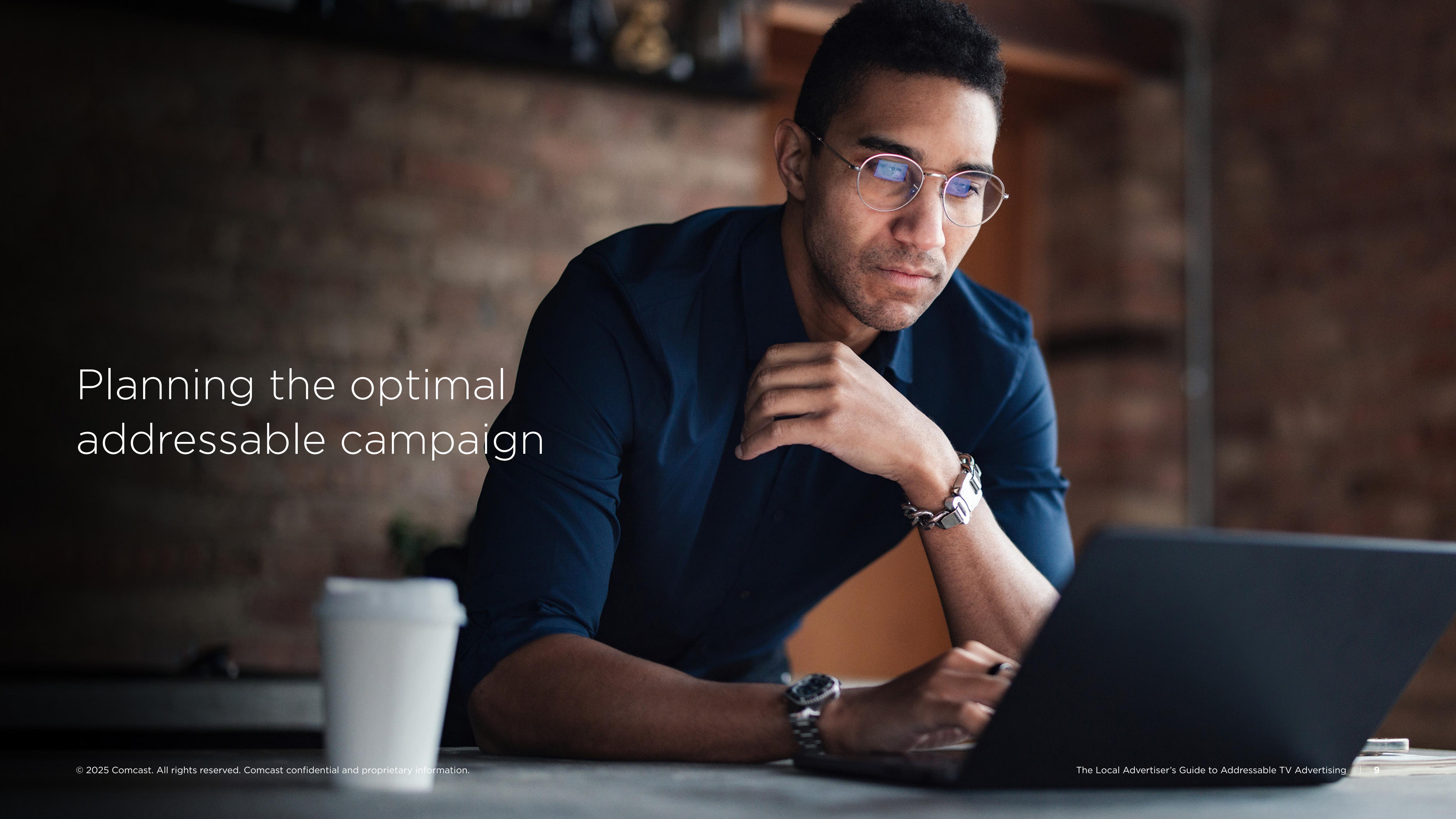
#### Key insight for local advertisers

Own your backyard with geotargeted multiscreen TV and efficiently expand your coverage with addressable advertising.

**37%**  
outside PMA

**63%**  
within PMA

\*PMA stands for primary marketing area and is often based on where a majority of a business's sales come from.  
Source: Multiscreen IMPACT data analysis of advertiser campaign. Powered by Innovid. Jan.-Oct. 2024.



Planning the optimal  
addressable campaign

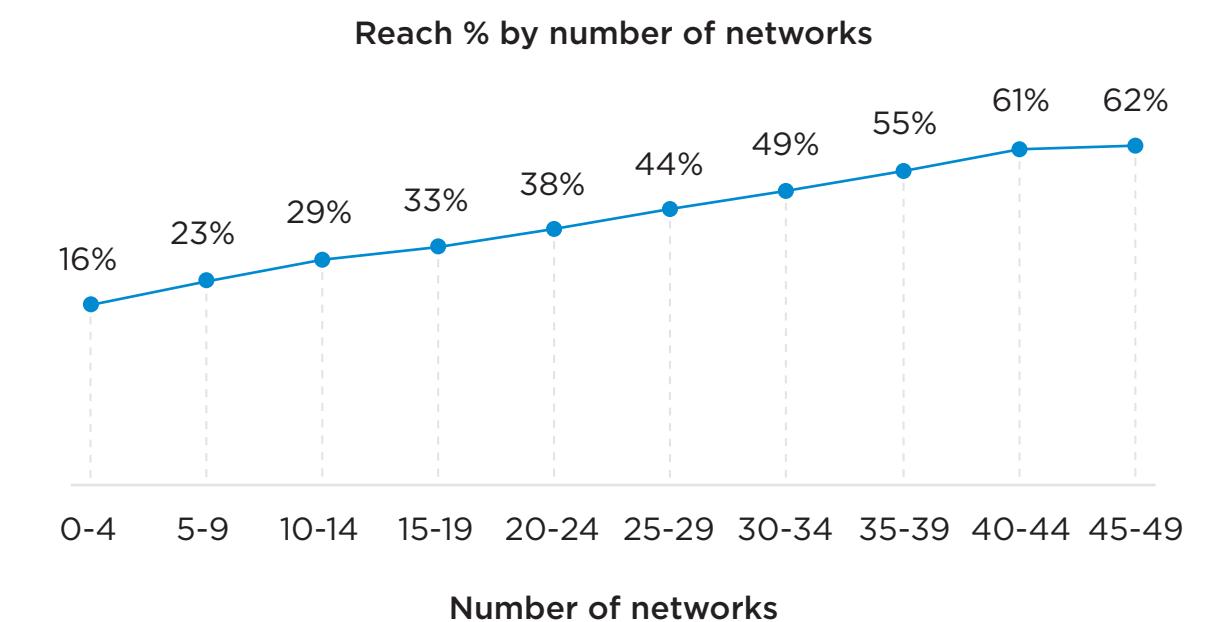
## 01 Use an audience size with a 10-30% penetration

When planning a campaign, it is important to consider the size of the audience. The sweet spot is when audiences make up 10-30% of the designated market area, providing a viable amount of households to target with all the cost efficiencies that come from addressable.<sup>1</sup>

<10% Narrow	10-30% Sweet spot	30% Broad
Limited market potential	Viable audience size	Broad audience
Could have over-frequency	Cost-efficient	Limited cost efficiencies
Higher rate of conversions <sup>1</sup>		

## 02 Let data determine the best placements

Advertisers should focus on where their audience is, not just program or network selections. Each network on an addressable campaign adds value. Still, some advertisers opt to exclude networks to avoid certain programming such as news content, resulting in missed reach opportunities.



For every five networks added to a campaign, reach increases around 6 percentage points<sup>2</sup>



### Key insight for local advertisers

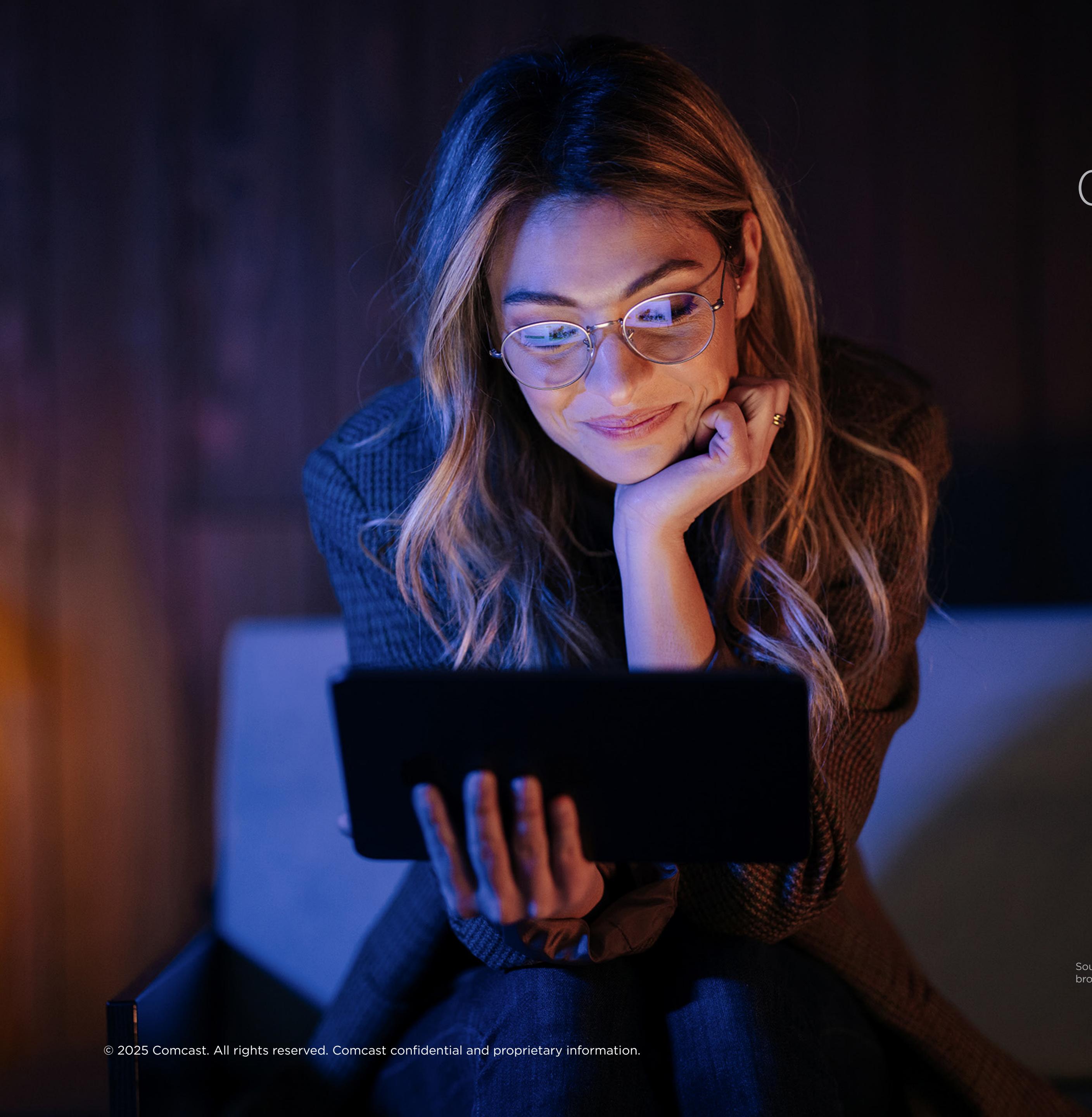
Plan campaigns with audience segments that make up 10-30% of a market. Additionally, leaning into in-market buyers helps drive conversions.



### Key insight for local advertisers

When it comes to premium video environments, reach the audience wherever they are watching by limiting network exclusions to ensure maximum reach.

Source: 1. Impact data analysis of advertiser campaigns. Powered by Innovid. Findings are directional and based on 43 advertiser addressable campaigns with both base campaign and addressable strategies. 2. Comcast internal analysis of ad exposure data from advertiser campaigns. July 2021 – June 2022 campaigns, 165k+ campaigns. Total HHs.



## 03 Allocate 30% of impressions to addressable to maximize reach

While investment strategy may vary based on campaign goals, budget, or audience size, reach is generally maximized for local advertisers when:

30% of campaign impressions go to addressable and the remaining 70% are in a broad-based multiscreen strategy.

NOTE: It is important to make apples-to-apples comparisons when comparing different advertising choices. The best way to do this is to compare effective CPMs (eCPM) that take into consideration targeting performance.



### Key insight for local advertisers

When it comes to planning an addressable campaign, consider a 30% incremental investment in addressable advertising to an existing multiscreen TV campaign.

Source: Comcast internal analysis of ad exposure data from advertiser addressable and base campaigns. June-Dec. 2024, n=114. Campaigns where variance in broad and targeted reach were within 3%.

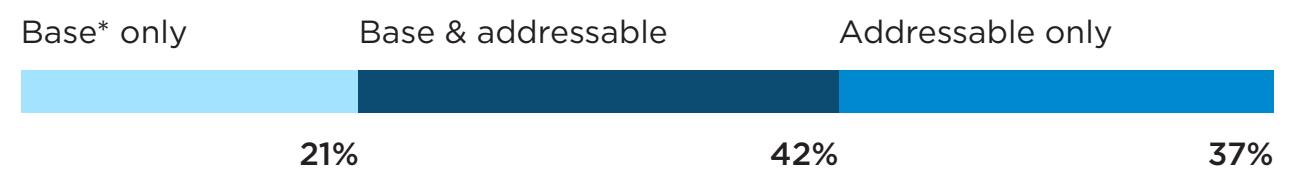


Measuring addressable's  
performance

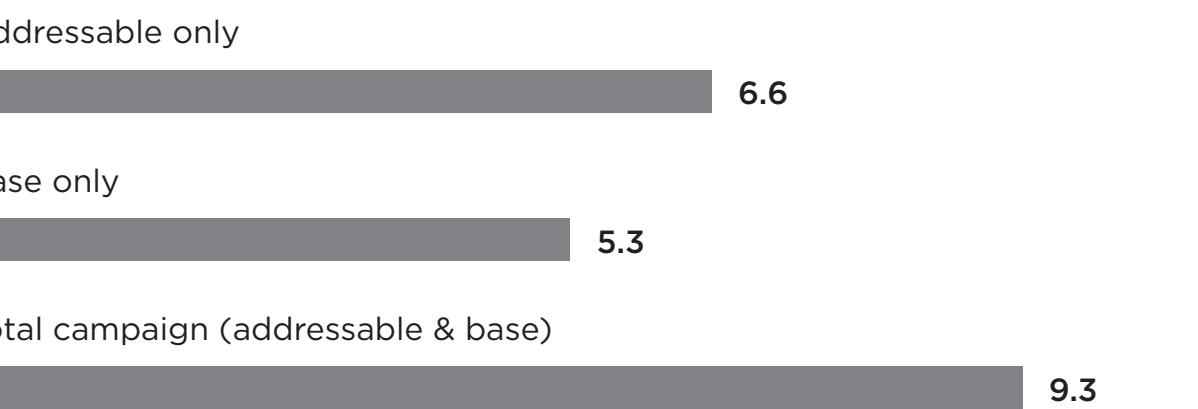
# 01 Analyze reach and frequency holistically

Since addressable TV advertising can control which households are exposed to an ad, analyzing reach and frequency across all multiscreen TV strategies can help local advertisers understand campaign performance.

## Target audience reach across campaigns



## Target frequency is higher with multiple tactics



Typically, over 1 in 3 target households reached are only reached by an addressable strategy.

Addressable and base campaigns work together to expose the audience to the advertiser at a greater frequency compared to just one strategy.



### Key insight for local advertisers

Holistic campaign reach and frequency showcases how strategies are working together to deliver the audience.

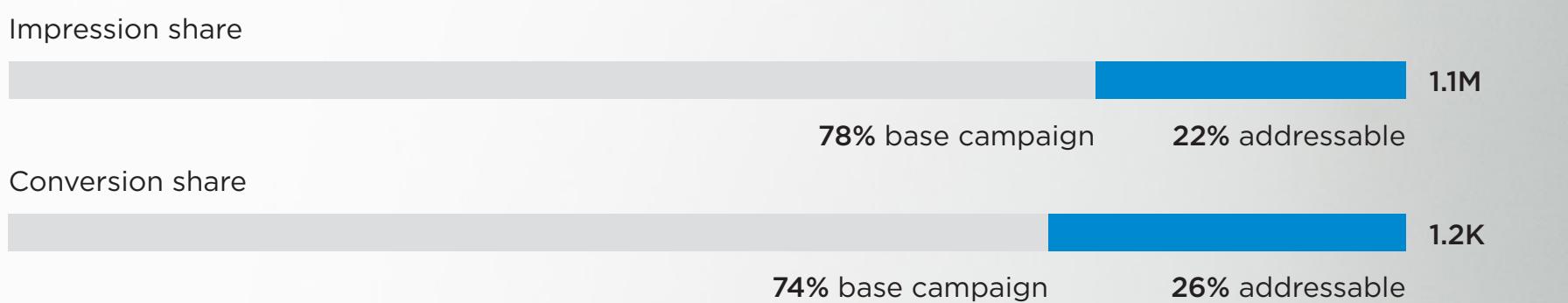
\*Base – the non-addressable traditional TV and streaming portion of the total campaign.  
Source: Comcast Advertising Multiscreen Advertising Report, 2H24, Comcast aggregated viewership data combined with ad exposure data from TV + Comcast Advertising streaming campaigns + Audience Addressable campaigns (2H24). Median addressable impression share was 21%.



## 02 Measure how the campaign inspired action using website conversion data

Local advertisers can better understand addressable performance through an analysis of exposed households and the actions they take. For instance, by using website conversion data advertisers can measure households that visited their website after being exposed to an ad.

### Case study: Impressions and conversions by strategy



For this advertiser, addressable made up 22% of impressions and 26% of attributed visits to the website.



#### Key insight for local advertisers

Website conversions demonstrate how strategies drive consumers through the funnel.

Source: Multiscreen IMPACT data analysis of advertiser campaign. Powered by Innovid. Oct.-Dec. 2024.





## 03 Assess return on ad spend

Through data partnerships or access to first-party data, ad exposure data can be matched to sales data to provide a return on ad spend (ROAS) factor, helping advertisers understand how their campaign drives lower funnel action. For this advertiser, using a combination of strategies including traditional TV, streaming, and addressable advertising, yielded a 13.5X lift on return on ad spend.

**Case study: A regional furniture company leaned into addressable TV advertising to drive results for their brand:**

14M  
Impressions

\$6.37M  
Sales

800K  
HHs reached

13.5X  
Return on ad spend



### Key insight for local advertisers

Return on ad spend provides useful insight into the true value of an ad campaign relative to sales generated. (Note: ROAS may not be for all advertisers so consult with your addressable partner to determine the best KPIs for your campaign.)

Source: CIMM, TVB Local TV and Video Innovation Showcase, 2024, page 50, An Innovative Approach leads to Major Wins, Q1 2024.



## Key takeaways for local advertisers looking to tap into addressable TV



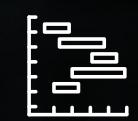
### Data

When selecting a partner, evaluate the placements, underlying data, and targeting capabilities to provide a good foundation for addressable advertising.



### Audience

Make sure your audience segment is sizable enough and avoid excluding networks.



### Measurement

As a general guide, determine your campaign parameters (impressions, budget) and try to allocate about 30% of impressions to addressable for maximum reach.

# Targeted, cost-efficient reach

For local advertisers, being able to tailor messaging and creative for specific geographic areas, while still driving impact and efficiency is crucial to success. Addressable TV advertising offers them this ability while also being incredibly cost-efficient (see sidebar).

With the right partner, it can be easier than ever for local advertisers to embrace the full potential of addressable TV advertising.

**To learn more about how you can build brand relevancy and sustainable business results with addressable TV advertising, visit [here](#).**

Addressable delivers at least 15% lower eCPMs versus non-targeted strategies.



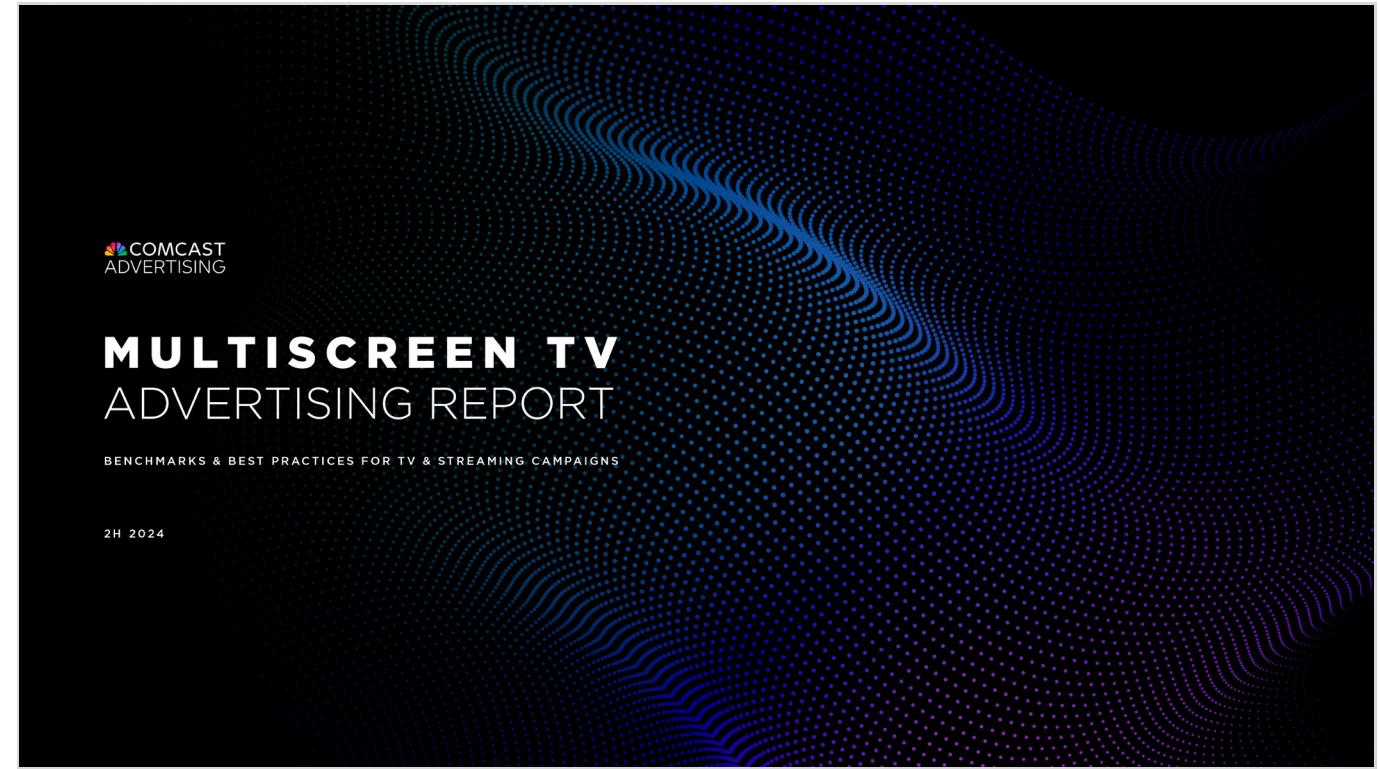
## Key insight for local advertisers

Research has found that when addressable segments make up less than 30% of the market, addressable eCPMs (those associated with the actual target segment impressions) are more efficient than non-targeted campaigns.

Source: Comcast internal analysis of ad exposure data from advertiser broadcast TV campaigns. Broadcast campaign spot log data from Vivvix. May 2024. eCPMs calculated based on market CPMs from Nielsen SQAD monthly for May 2024 and Adults 18+. Target segment based on Experian. Criteria: 10+ days on air, 2+ broadcast stations, 75HH minimum.



# For more insights



## Multiscreen TV Advertising Report

**Benchmarks and best practices for TV and streaming campaigns**

As viewers choose between multiple screens and platforms, a diverse multiscreen TV strategy has become key to meeting audiences where they are. The Multiscreen TV Advertising Report provides insights on second half of 2024 viewership behavior and multiscreen TV tactics to enhance campaign reach.

[View report](#)



## TV Makes Memories

**How ads in a TV environment have a unique ability to create memories**

The report highlights how ads in a TV environment have the unique ability to drive engagement and build memories. It suggests this is due to three factors that are important for branding outcomes: attention, connection, and repetition.

[View report](#)



## Reaching Fragmented Audiences

**For advertisers navigating today's video ecosystem**

Connecting with audiences requires careful thought and planning. With viewers spread across a multitude of platforms and devices, understanding their preferences and behaviors is crucial for success. This research not only reveals how audiences consume media but also highlights several areas of opportunity for advertisers.

[View report](#)

