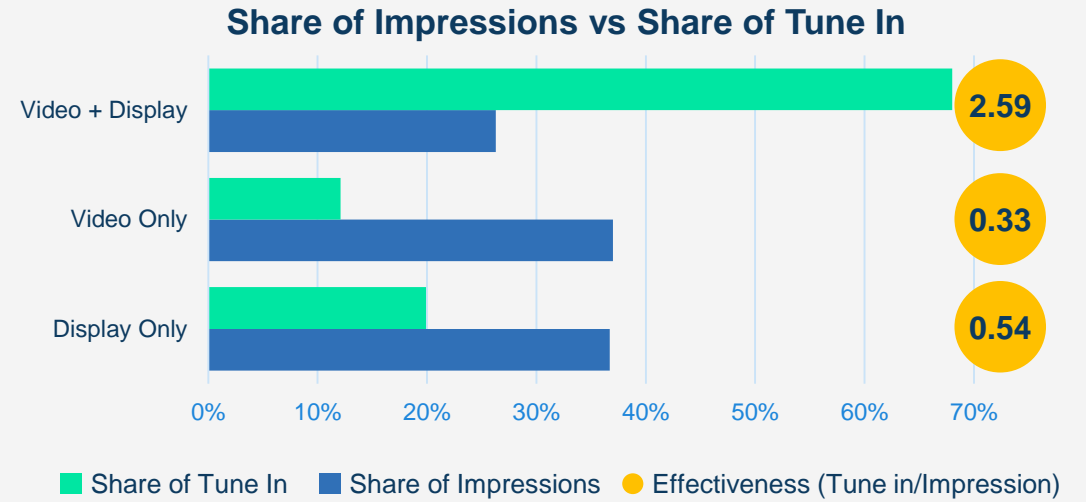


# Mixing video and display to drive tune in for a broadcast network



## Challenge

- A major broadcast network was premiering a new show and needed to drive tune in.
- They had to prove that their campaign was successful and understand how the mix of display and video impacts tune in rates.



## Solution

- Through our partnership with DISH, we delivered video and display messages to an audience most likely to enjoy the new show based on their viewing history.
- We measured tune in through the 3<sup>rd</sup> episode to get a complete picture of the campaign's results.



## Results

**4.7x**

**More effective using video and display together vs using either alone**

**16.5%**

Premiere tune in rate

**1.8x**

Tune in lift vs. holdout audience