

2024

**elevating brands through
multi-channel excellence**

research synthesis

introduction

This paper is a collaboration of the IAB Advertising Effectiveness Council

Experienced marketers understand the importance of strong brands in driving sales and long-term business success and the role the diverse variety of media channels play in delivering ROI and enduring brand impact.

In this research synthesis, IAB Ad Effectiveness members highlight the benefits of multi-channel campaigns, provide evidence of why they are more effective, and offer guidance for creating and measuring successful multi-channel campaigns.

The IAB Ad Effectiveness Council undertakes various activities to provide guidance to the industry on the best methods to assess the impact of marketing activities along with insight and inspiration to help marketers optimise their digital advertising investment. The Council includes representatives from media owners, data agencies, media agencies, research companies, tech vendors and advertisers.

The contents of this guidance paper are not necessarily reflective of individual company policies, rather it is a collaborative effort of the members of the council to provide greater understanding to the market.

Many thanks to these IAB Ad Effectiveness Council members for their contributions:

Kantar, Nielsen, Bench Media, RyvalMedia, SambaTV, IAS and Mutinex.

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**what can marketers do
to elevate their brand
through multi-channel
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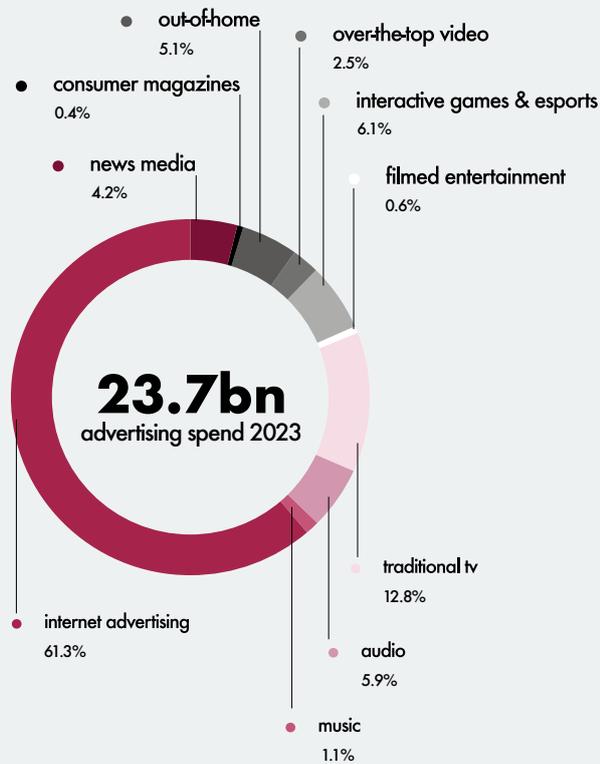
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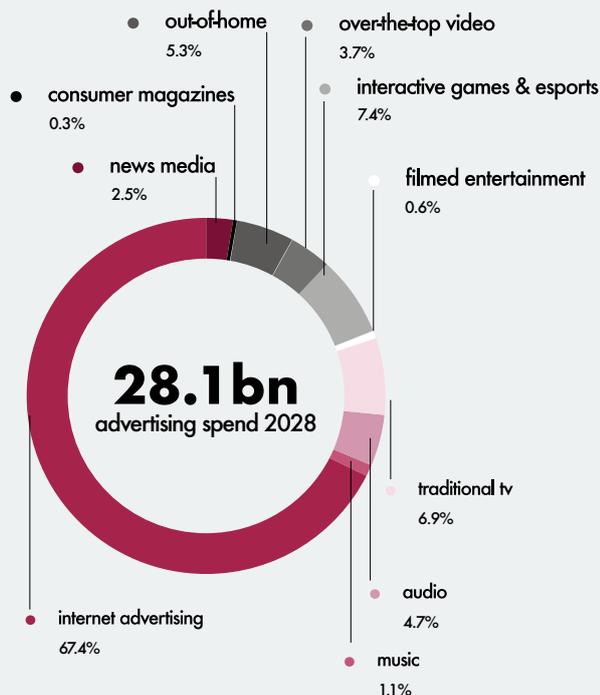
current and forecast market share data

advertising revenues

2023



2028



chapter 1

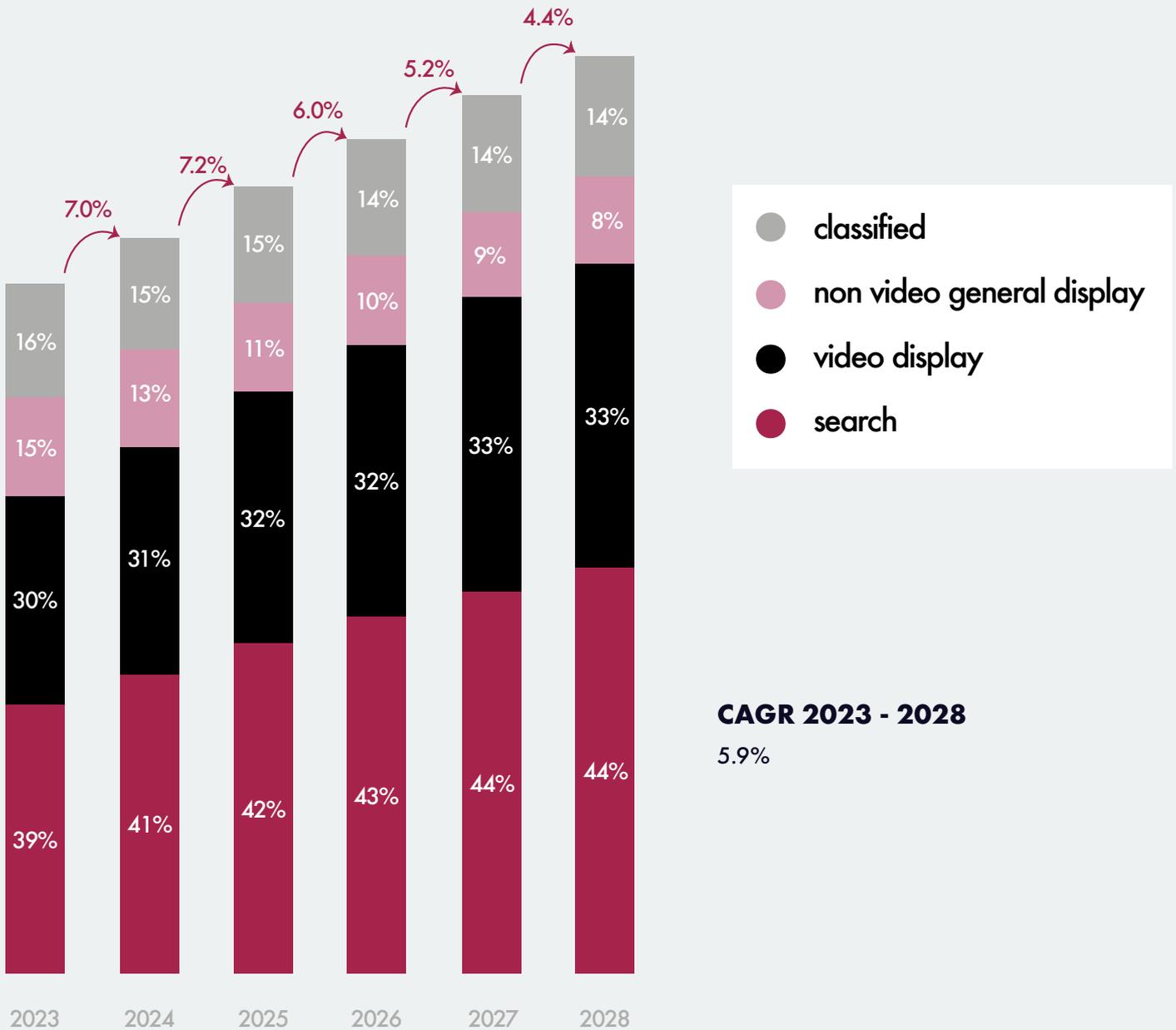
overview of multi-channel campaign effectiveness

Australians spend their time on more media options than ever before, providing brands with more avenues and opportunities to reach their desired audiences. The latest, PwC Australian Entertainment & Media Outlook 2024-2028 demonstrates the diverse number of media channels brands are investing in, along with predictions for how this might change over the next 5 years (see charts).

Working across the vast number of media channels available presents many considerations for brand marketers including in the areas of targeting, brand cut-through, resource allocation, creative messaging, understanding and experimenting with new formats and measurement. While adding channels to the marketing mix may require greater resourcing or effort, the beneficial impact of multi-channel advertising is well established with evidence across many years from leading ad effectiveness measurement vendors.

share of internet advertising by format

2023 - 2028



Source; PwC entertainment & media outlook 2024-2028

the current economic climate has advertisers focused on performance marketing channels, at the risk of brand

Given the current tough economic climate, it is understandable that some brands have reduced the number of channels being used and focused more on performance marketing channels over the past couple of years.

In the [\(Q3 2024 Marketing ROI Index Report\)](#), Mutinex found that marketing budgets are skewing heavily towards the lower funnel to quickly lock in short-term revenue. But competition is fierce in this red-hot lower funnel. Mutinex assert that marketers may be trying to “wait out” tough environments by competing for existing demand, risking brand. However current conditions are here for the foreseeable future and marketers must be bold to break the deadlock and thrive.

Presenting the report findings at the [\(IAB MeasureUp 2024\)](#) conference in September 2024, Will Marks said

“There is an opportunity for marketers willing to turn the current narrative on its head and rebalance budget across the funnel. Consider overall ROI (not just channel performance) to find under invested channels like online video or social to deliver growth.”

Index Report:
click to go 

Measure Up 2024:
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there is compelling evidence from a range of leading advertising effectiveness research providers on the ROI and brand building benefits of multi-channel campaigns.

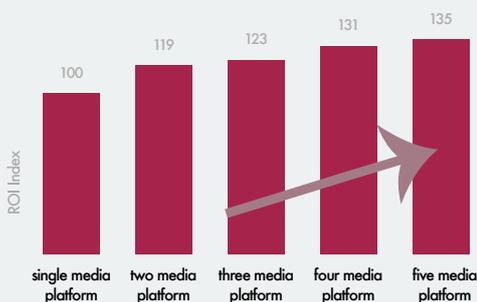
Analytic Partners has found :

- > There is a strong case to be made for a combined multi-channel approach to drive campaign effectiveness, as *ROI increases by up to 35% where multiple channels are run in tandem.*
- > Even within digital, more channels drive stronger results. Analytics Partners see up to 56% increase in ROI with combinations of more than three digital channels compared to using just one.
- > Marketing drives search activity, Analytic Partners reporting 30% of search clicks are due to other marketing activities. And there’s synergy with search and other media. In Australia Analytic Partners see a 12% increase in ROI from the synergy of Search and Google Display ads.
- > Brand campaigns drive the biggest win (brands with the highest ROIs have at least 30% share of brand spend), but as Analytic Partners’ Paul Sinkinson advised ([IAB MeasureUp 2022](#)) attendees, don’t do just brand, as *a mix of performance and equity using multiple creatives and channels is most effective.*

← **Measure Up 2022:**
click to go

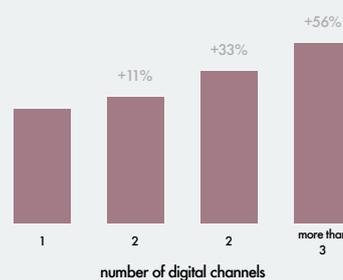
ROI strategy comparison

Analytic Partners’ ROI Genome data indicates that as we increase the number of media channels, ROI increases.



ROI by number of digital media channels executed

Analytic Partners’ data indicates even within digital, more channels drive stronger results.



chapter 1: overview of multi-channel campaign effectiveness

Kantar has found :

- > Kantar has found that **42% of campaign performance comes from synergies** – that is the additive campaign effects attributable to people being exposed to ads in more than one channel.
- > While there is no one-size-fits-all answer, through cross-channel brand studies Kantar has identified that no single channel should command more than 50% of the investment due to high risk of running into diminishing returns and wastage.

Source; Kantar Marketing Effectiveness Playbook

Nielsen has found :

- > Globally, only 36% of channels perform above average for delivering both sales and brand building. Because channels may be strong for only one objective, a cross-media approach that understands the correlation between channels and outcomes is critical in media planning.
- > While common when times are tight, a move away from brand building will inherently hinder the ability to drive long-term ROI. Nielsen has found that **it takes three to five years of solid and consistent brand-building effort to recover from extended periods of not advertising.**
- > Hitting the brakes on brand building can be costly, Nielsen data shows that a brand loses an average of 2% of future revenue for every quarter it stops advertising.
- > Always-on upper-funnel marketing is critical when marketers are focused on long-term and full-funnel ROI. The importance can't be understated, as Nielsen research has found that ongoing marketing efforts account for 10%-35% of a brand's equity.

Source; Nielsen Annual Marketing Report 2024: maximising ROI in a fragmented media world

From their databank of successful UK case studies, the IPA has found :

- > Multi-platform news brands (combination of print and digital) bring increasing business benefits when used in conjunction with other key channels, especially social and online video. For example, ***multi-platform news brands make online video 73% more effective, social media almost two times as effective and online display 19% more effective.*** The analysis compared the number of self-reported very large business effects (such as sales and share gains, price sensitivity, customer loyalty, penetration and profit) for campaigns that include news brands with campaigns that don't include news brands.

Source; Newsworks and IPA UK Databank Study 2021

when planning multi-channel advertising campaigns, it's important to consider and adjust for the environments where the ad is placed.

Various neuroscience studies have shown that the surrounding content impacts the reception of advertising messages in different ways and advertisers can leverage the context their ad is placed to drive greater campaign effectiveness.

Neuro-Insight principal consultant Peter Pynta advises advertisers that “matching ad creative to the ‘neurostate’ of the surrounding environment is the best way to optimise effectiveness and leverage the psychological attributes of an environment”.

Research from IAS and Neuro-Insight ([The Context Effect](#)) shows neurological evidence that an *ad’s environment has a dramatic impact on how people react to the ad*. The Report found that endemically matched ads drive higher memorability. Endemically matched ads, or those that align with and match the surrounding content based on vertical (e.g. auto ad near auto content), drove a 23% lift in activation within the part of the brain responsible for memory of practical details, which includes key messages, calls to action, and branding elements. These ads also boosted global memory by 27%, or the memorability of broad themes, overarching narratives, or audio and visual elements.

The Context Effect:
click to go 

In an IAB Australia study with Neuro-Insight to understand the contextual influence of news websites on advertising during COVID-19 ([The Role of Context: News Environments and Their Influence On Advertising](#)), it was found that advertisers benefit from the transferred equity and goodwill sitting within media environments.

The Role of Context:
click to go 

Credible news media environments demonstrated strong attributes (timely, connected and trustworthy) that can do some of the heavy lifting for advertising messaging by supplying these ready-made attributes in the minds of consumers.

chapter 1: overview of multi-channel campaign effectiveness

IAB Australia's global-first neuroscience research study conducted by Neuro-Insight on podcast environments ([Crime Pays: A Guide to Understanding True Crime Podcast Audiences and Advertising Opportunities](#)), found that the unique attributes of the podcast audience and the neuro-state of podcast content is powerfully transferred to the advertising placed in it. *Ad creative that matches the mood, mindset and motivations of different podcast genre listeners can reinforce brand memorability* to impact consumer decision-making and change behaviour. Second-by-second measurement of neuro memory encoding, comparing the same ad creative placed in both a True Crime podcast and an Entertainment podcast, shows different branding moments in each at levels likely to impact future behaviour. The ad the creator has optimised the environmental attributes of each content genre.

Crime Pays:
click to go 

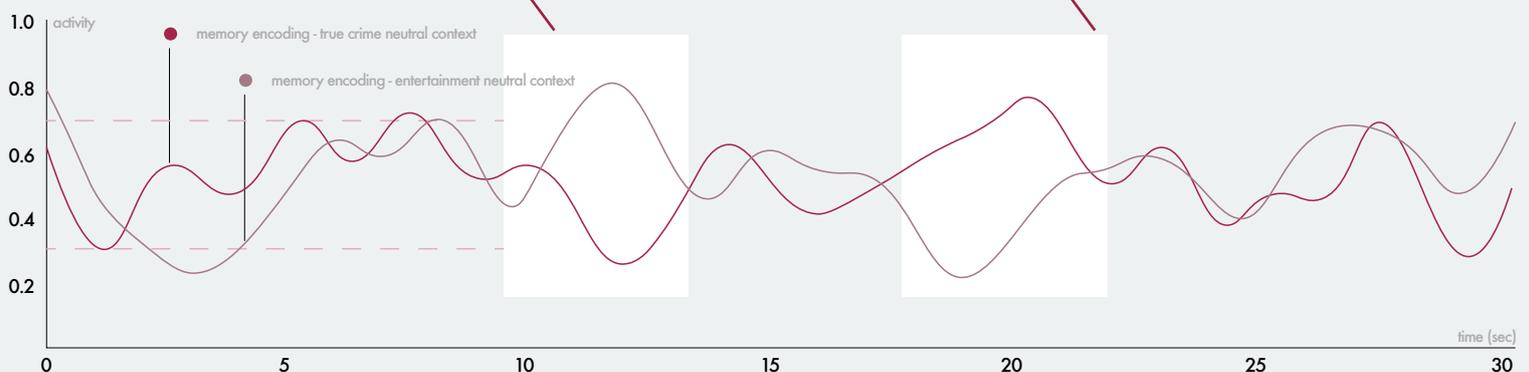
the power of environmental attributes: true crime vs entertainment

strong entertainment scene

leverages lighthearted, fun & casual themes

strong true crime scene

leverages solution focused themes & problem solving details



Source; IAB Australia Crime Pays Report, research conducted by Neuro-Insight

adjusting creative for channel context has significant influence on advertising effectiveness.

Creative execution is widely regarded as the single most powerful ingredient responsible for driving advertising profitability. With the proliferation of consumer choice and attention, the central creative idea and its executional variants becomes even more indispensable. Also, the integration across touchpoints and customisation to the platform are both important in driving advertising effectiveness.

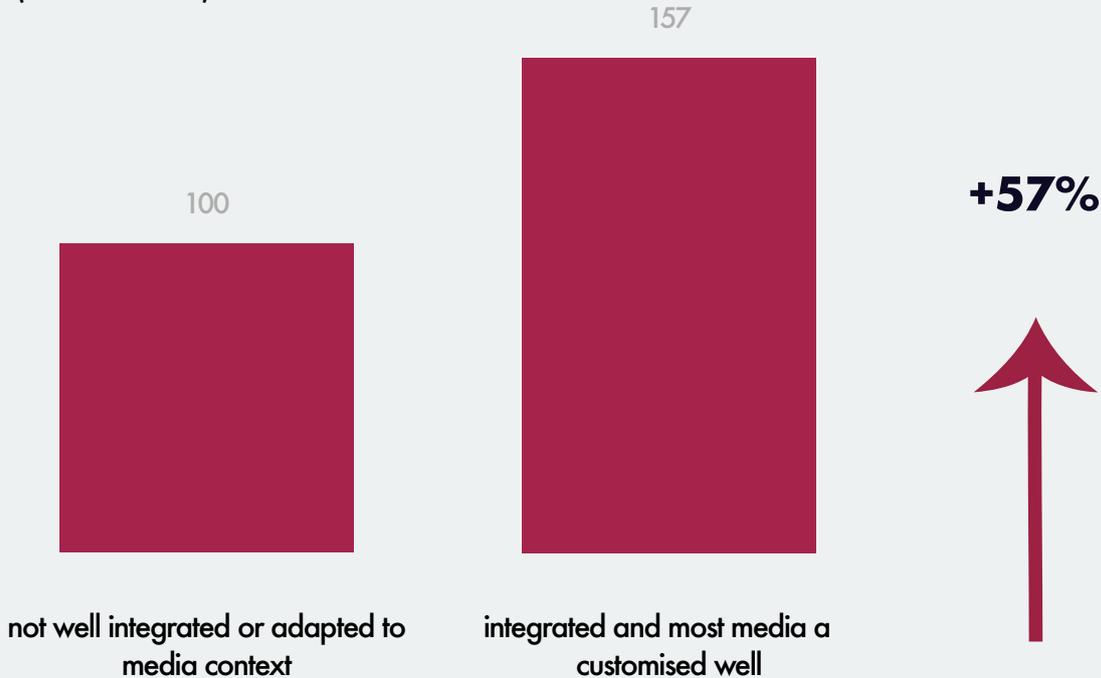
Neuro-Insight principal consultant Peter Pynta says, “a significant part of why multi-channel works the way it does is because of how well creative is deployed. Neuroscience data proves Memory Encoding (an input metric) can often be 15-20% stronger when multi-channel creative uses the right Iconic Trigger within creative. The outcomes which are realm of MMM’s, sales data etc end up being amplified even more. Small, subtle increases in creative inputs (Memory Encoding) often become very large effects in ROI terms. This is why creative is often quoted as a huge factor in ROI terms and why distinctive creative assets are so important to multi-channel architecture. When thinking multi-channel, think of the crucial role of ‘creative glue’”.

Kantar has found that integrated and customised campaigns enable exposures across media platforms to work together in an additive fashion to provide a true media multiplier effect.



campaign contribution to brand exposure growth

(100 is indexed)



Campaigns that get this right average 57% better brand performance than those that are not well integrated and customised.

Integration does not necessarily mean simply taking your TV ad and re-airing it across digital platforms. It means keeping a consistent look and feel across all platforms whether video, static or audio, so it is obvious to consumers that the ads are all part of the same campaign. This can be achieved through simple tactics such as consistency of colours, talent, product/packaging and brand inclusions.

Customisation means taking into account the context that consumers are in as well as the ad formats available within each channel. For video customisation that can mean ensuring that your video ad in digital platforms shows the brand and key message very early in the ad so consumers are able to see these before they scroll or click. But it can also mean ensuring that the visuals tell the story and you are not reliant on music or voice overs when audio might be turned off.

iab ad effectiveness council highlight the benefits of multi-channel campaigns

Experienced marketers understand the importance of strong brands in driving sales and long-term business success and the role the diverse variety of media channels play in delivering enduring and cost-efficient brand impact. When marketers create a unified strategy that ties together campaigns from multiple media channels, it creates opportunities for more impactful messages and greater brand effectiveness and ROI.

In the next section of this paper, the IAB Australia Ad Effectiveness Council members highlight further the benefits of multi-channel campaigns, provide case studies and evidence of why they are more effective, and offer guidance for creating and measuring successful multi-channel campaigns.

multi-channel campaigns: the smart way to build brands and business outcomes

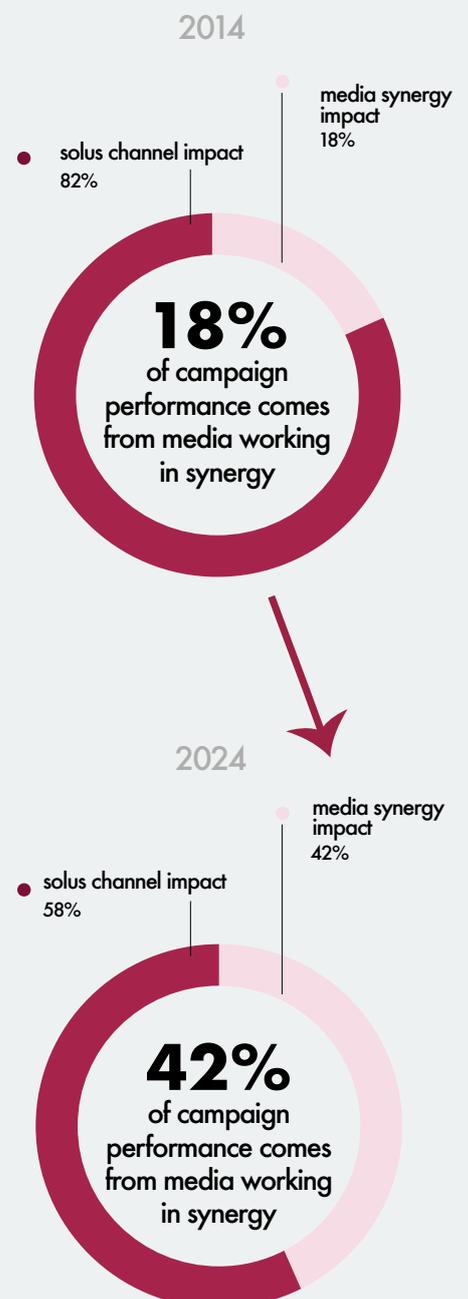
Andreea Chirila
Media Insights Director
Kantar

Multi-channel campaigns have become a cornerstone of modern marketing strategies, driven by their proven effectiveness in reaching diverse audiences. And whilst maximising reach is one important aspect of their efficacy, Kantar's position is that brands that utilise multi-channel campaigns see a significant boost in both brand and business outcomes due to their synergies.

A meta-analysis of Kantar's global database of marketing effectiveness clearly demonstrates that multi-channel campaigns are more effective because of their ability to create media multiplier effects. This repetition across channels reinforces the brand message, increasing the likelihood of brand recall, and ultimately drives stronger emotional connections with consumers.

Prior to 2014, 18% of campaign performance came from synergy/ media multiplier effects, but today we are looking at a whopping 42% of campaign performance coming from synergies, proof of increased media fragmentation in the market today. And while this can create opportunities, it also means marketers need to understand how channels work together in today's fragmented media world.

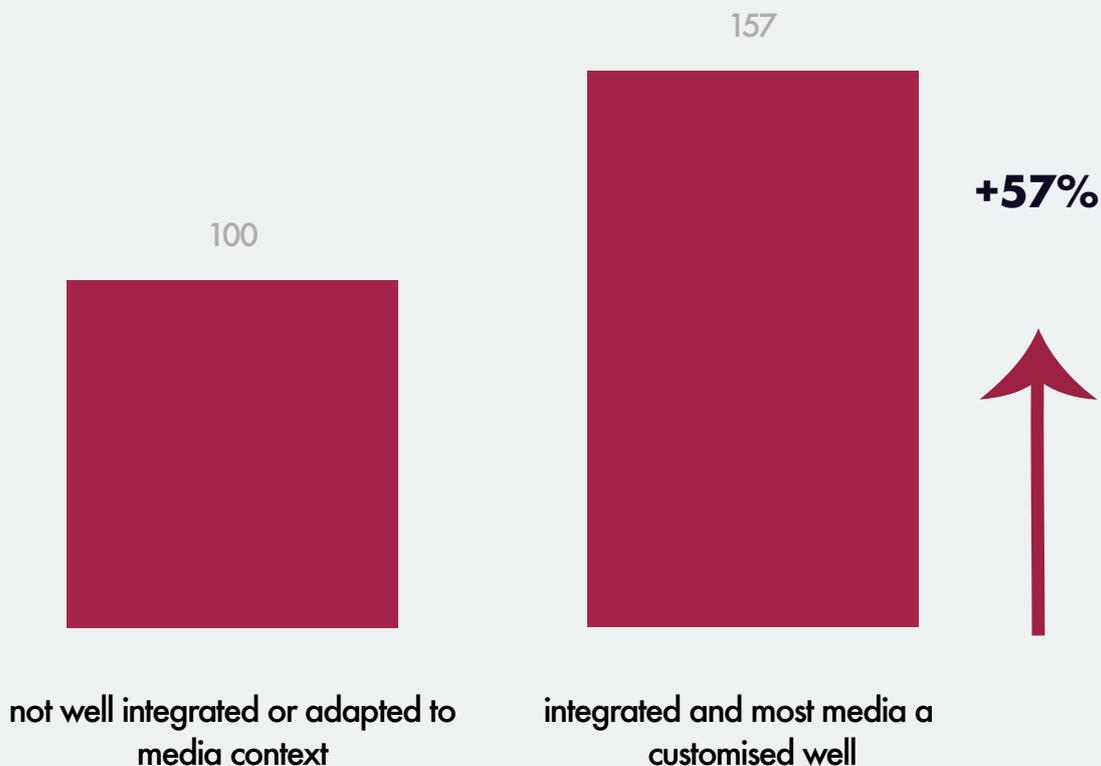
synergy is increasingly important to campaign performance



chapter 2: multi-channel campaigns: the smart way to build brands and business outcomes

To create a successful multi-channel campaign, it's essential to start with a deep understanding of the target audience. In as much as the core of a multi-channel campaign is reach, *knowing where the audience spends their time and what type of content resonates with them will guide the choice of channels*. Then, to maximise synergies, consistency in messaging across all platforms is crucial. While the content may be tailored to fit the format of each channel, the core message should remain uniform to reinforce the brand identity. Kantar research shows that *campaigns that are integrated to the platform can be up to 57% more impactful than those not integrated*.

campaign contribution to brand exposure growth (100 is indexed)

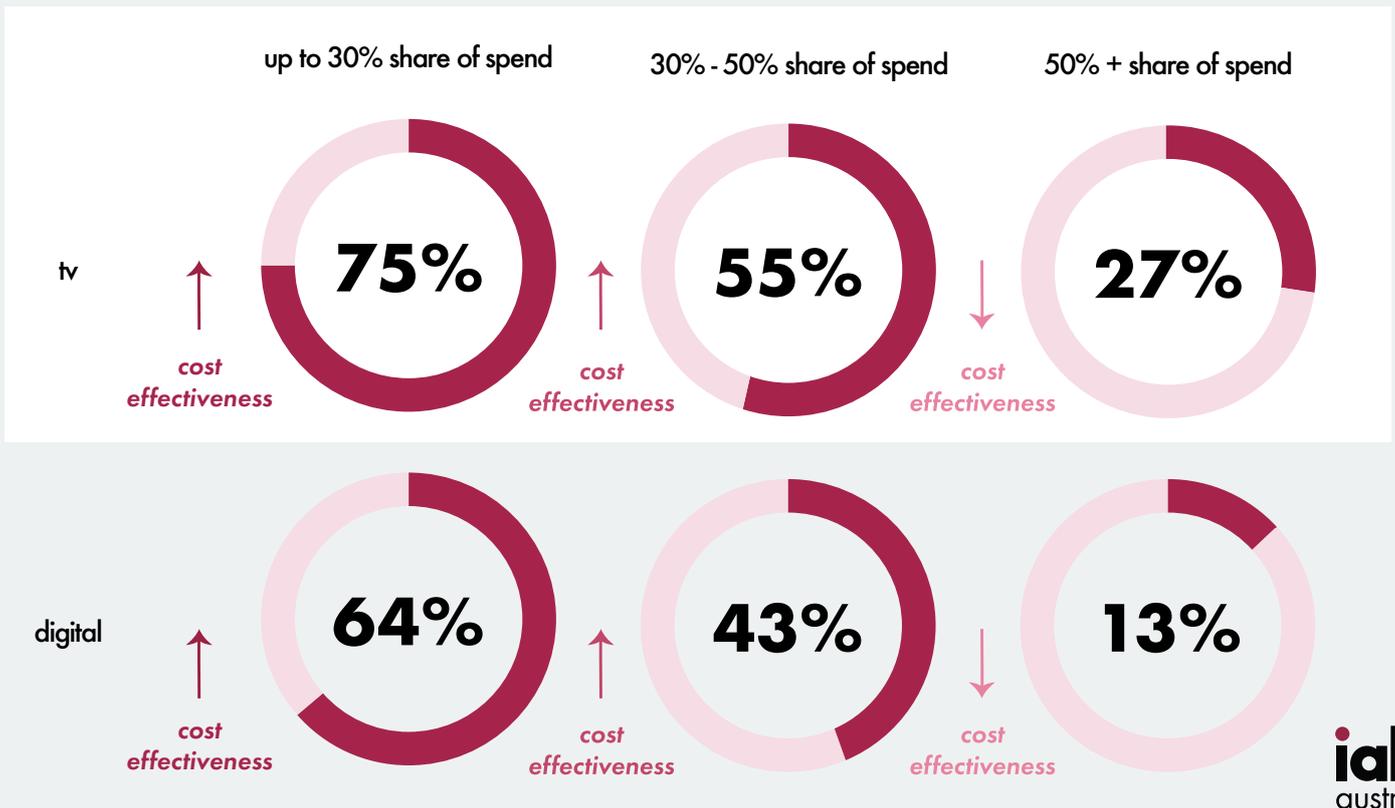


chapter 2: multi-channel campaigns: the smart way to build brands and business outcomes

However, the plethora of media options available has made it more complex for marketers to know what is right for their brand – 25% of Australian marketers feel that their business has the wrong mix and that significant amount of marketing investment is going into the wrong channels. And navigating through the options can sometimes offer seemingly conflicting results. While one channel mix plan can provide short-term outcomes it may hinder the brand's long-term goals. This adds to the complexity around the question "what is the right channel mix for me?". While we keep asking the question, one thing remains clear: *we need to be savvier about optimal channel mix.*

Of course, there is no one-size-fits-all answer to this. However, through cross-channel brand studies, Kantar has identified that *no single channel should command more than 50%* of the investment due to high risk of running into diminishing returns and wastages.

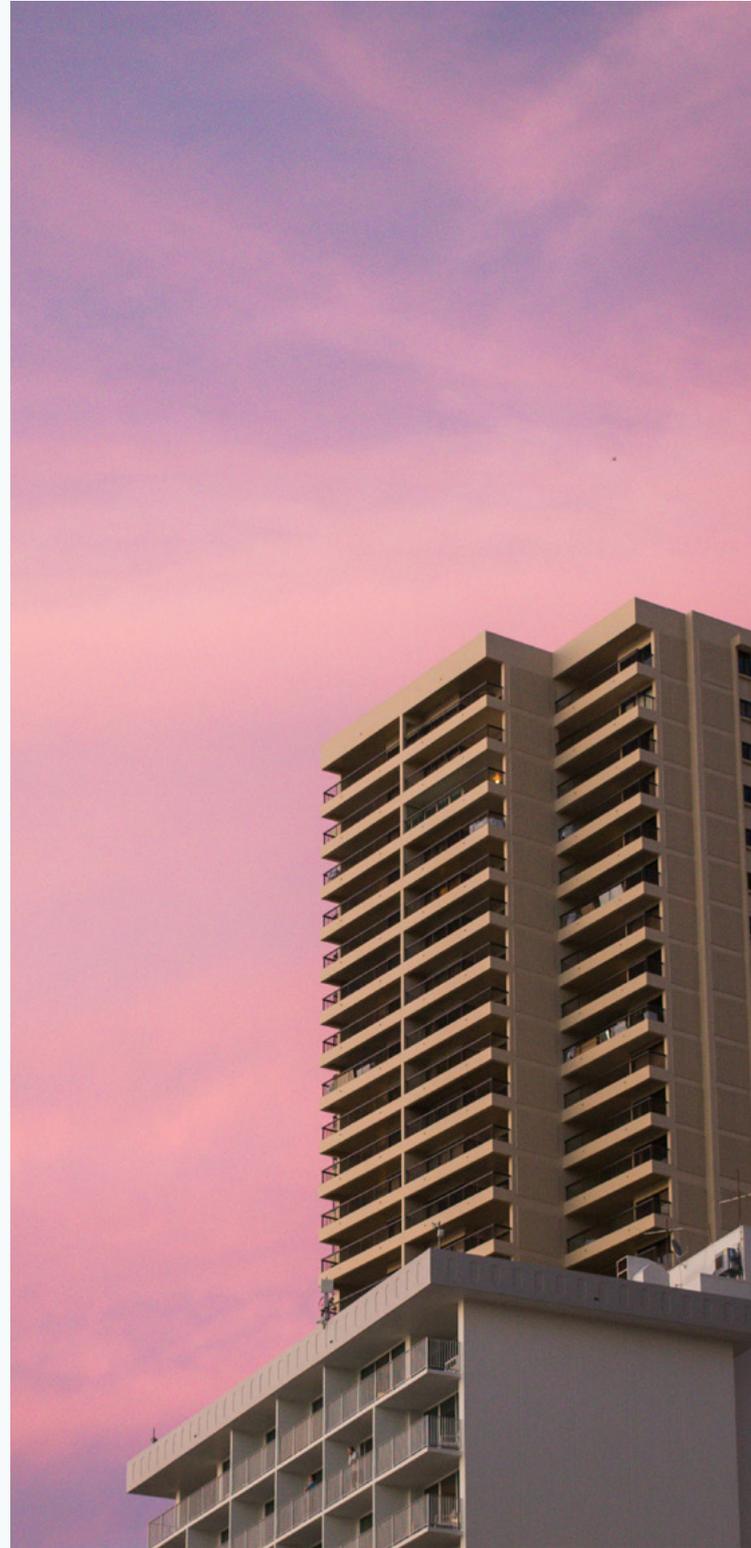
% of campaign which are cost effective by share of spend



chapter 2: multi-channel campaigns: the smart way to build brands and business outcomes

Measuring the success of a multi-channel campaign also requires an integrated approach to analytics. Kantar recommends tracking key performance indicators (KPIs) across all channels, including reach, engagement, and conversion rates. Econometric modelling is also vital to understanding which channels contribute most to campaign success, which should include measurements of both short-term direct sales effects as well as the indirect impact of brand-building over a longer timeline. This allows for the optimisation of future campaigns accounting for their overall brand plus activation impacts within the synergistic media planning that delivers the best results.

By continuously monitoring and adjusting based on brand and business outcomes KPIs, our brands can refine their strategies, leverage the synergies available across channels, and execute with brand consistency, thereby ensuring that each campaign is more effective than the last.



chapter 3

roi starts with reach

Kirsten Riolo

Head of Publishers and Platforms

Nielsen

You can't engage with audiences you never reach. Compared with less fragmented times, however, reaching audiences today requires a much deeper understanding of how they engage with media, especially across digital channels.

By looking at the nuances of each channel—in the context of how audiences actually engage with them—you're able to understand how they work together to achieve holistic campaign goals.

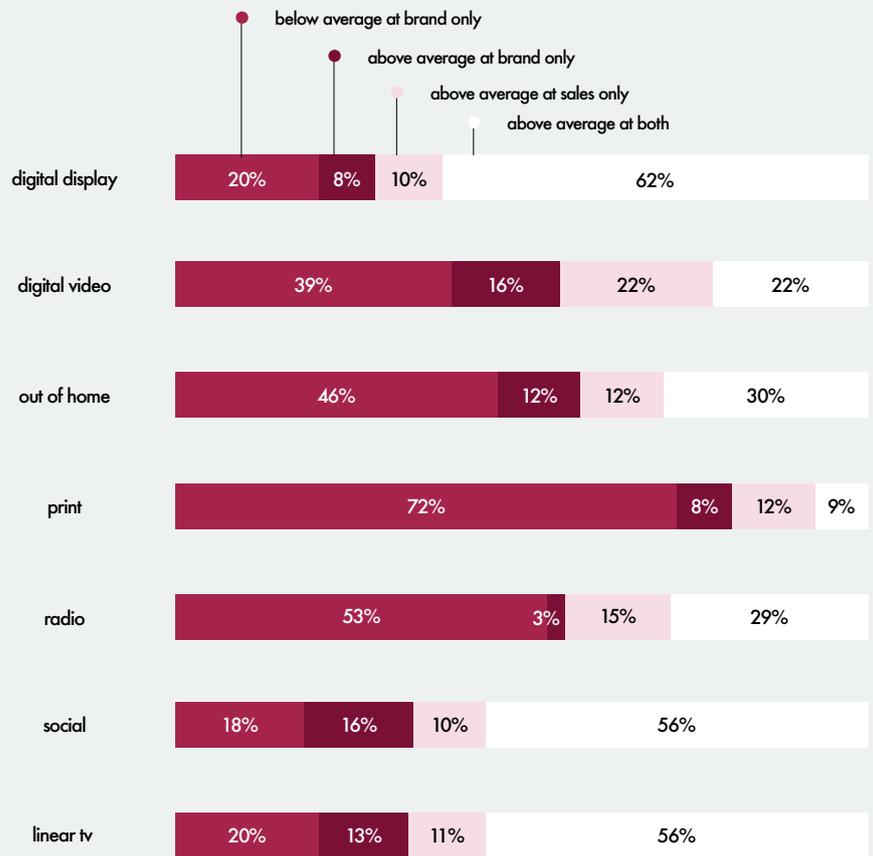
Scale is another important factor when considering audience reach. In fact, data from Nielsen's Predictive ROI (PROI) shows that 50% of brands don't invest enough in media to achieve their maximum ROI. Across channels, brands underinvest the most on digital video (by 66%), followed by digital display (by 60%). In Asia Pacific, our research reveals that 45% of media plans are underinvested. To stay competitive, a brand needs to spend between 1% and 9% of its revenue on media. Globally, the average brand reinvests 3.8% of its revenues into advertising. In Asia Pacific, this threshold rises to 4.6%. When a brand doesn't invest enough in media, it limits the potential to achieve maximum ROI and commercial success.

While audiences are consuming media across multiple channels at once, very few channels are able to deliver on both short- and long-term goals. Globally, only 36% of channels perform above average for delivering both sales and brand building, and across Asia Pacific this percentage rises to 42%.

a cross-media approach is critical in media planning, as some channels are better at full-funnel effectiveness than others

Nielsen have found that globally only 36% (Asia Pacific 42%) of channels perform above average for delivering both sales and brand building

Because channels may be strong for only one objective, a cross-media approach that understands the correlation between channels and outcomes is critical in media planning.



Source; Nielsen 2024 Annual Marketing Report (Asia Pacific), Maximizing ROI in a fragmented world

While channels may be strong for only one objective, advertisers should measure both brand building and sales impacts to understand how specific parts of your media plans drive value.

When long-term ROI is a brand's top priority, reaching and engaging new audiences is essential. Leaning too heavily into just a few channels can mean that you miss out on those fresh audiences. That's why a cross-media approach, which factors in the correlation between channels and outcomes, is critical in successful media planning.

chapter 4

mitigating risks in adding new channels to the media mix

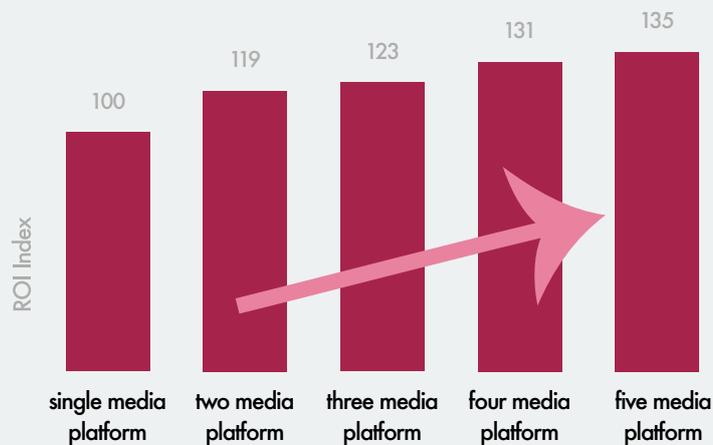
Sebastian Diaz

Head of Media Innovation

Bench Media

There is no doubt that carrying a campaign message across multiple channels boosts effectiveness, with studies indicating that ROI increases by up to 35% where multiple channels are run in tandem.

ROI strategy comparison



Source: <https://analyticpartners.com/blog/maximizing-investment-online-offline-ad-efficiency/>

While this validates the need for a brand or an agency to adopt more channels into their media buying mix, adding a new channel carries inherent risks – risks that can be mitigated when managed upfront.

chapter 4: mitigating risks in adding new channels to the media mix

Unproven results

Where the channel is untested and unproven through internal activity, media buyers are reliant on performance and KPI estimates set by vendors who, while best placed to provide those estimates, are not held to the KPIs that media buyers are to their client. Guaranteeing performance metrics are seldom done by vendors, who prefer to guarantee results guaranteed by their buying method (for example, CPM or CPC). Media buyers should be wary of projected results when testing new channels and communicate to the client that any activity should form part of a test and learn budget, that should be scaled if success indicators are met.

Commercial factors

If adding a new channel involves the adoption of a new vendor relationship, the business or agency must organise commercial terms - including the potential negotiation of technology fees, minimum spends required, payment terms, and the fair and agreed to distribution of liability between vendor and media buyer. Legal teams from both sides should get involved to mitigate future disputes.

Internal Training and/or Outsourcing

Managing a new channel requires internal resourcing. Each new channel has its own unique USPs – take Digital Out Of Home’s unique way of calculating reach and impression via a multiplier. Internal teams must learn the value or USP of said channel, account managers need to be able to communicate the value and reporting metrics of the new channel, and performance managers must learn how to build and optimise the new channel to success. Where resourcing is limited, an agency or brand may wish to have the campaign managed by the expert vendor. However, this usually comes at an added cost to the client or agency, which would need to be factored in the onboarding process.

Adequate test budgets to exit the learning phase

Adding new channels must be matched by adequate media spends to allow the adoption of the new campaign to flourish. New channel executions often require enough spend for a platform to successfully move past the ‘learning phase’ – where the media buying delivery system is still figuring out how to optimise the newly implemented campaign. During this time, it’s testing different strategies to find the most effective approach, which can lead to less stable performance and higher costs per result. Both commitment to the new channel, and spend to back it up, is necessary to achieve economies of scale in the long run. Media managers should resist the urge to pull the pin on channel innovation, should they not see desired results early.

Adding multiple channels, without a proportional increase in media spend, reduces the statistical significance required to execute some measurement solutions, such as brand lift studies. These studies are reliant on both a minimum number of impressions/survey respondents, as well as a control group of users who are not exposed to the ad campaign. A marketing manager must be conscious that adding a new channel, where not executed in an existing media buying platform, may contaminate the control group and lead to inconclusive brand lift study results.

chapter 4: mitigating risks in adding new channels to the media mix

Building the new channel into an existing attribution model

Similarly, the onboarding of new channels requires its subsummation into an existing attribution model. Different platforms have different and inconsistent attribution windows. For example, take click attribution windows - Meta's default attribution setting is 7 days click attribution, while Reddit's default is 28 days and Taboola's 30 days. Ad serving a campaign with consistent attribution windows will create consistency.

While, often, the addition of more channels to a media marketing mix allows for an increase in reach as you're finding new audiences through new mediums, the addition of new channels may make it more difficult to manage frequency cross-channel, particularly where different platforms are being implemented.

The above factors should not discourage any brand or agency from adopting a strong test-and-learn attitude to their media buying mix. Testing and learning, however, should be considered, measurable and built for success. By considering the above factors when onboarding a new channel, brands and agencies can mitigate their risk and take advantage of the headwinds that a multi-channel marketing mix can have on sales and long-term business success.

multichannel strategy pays off for BIG4 holiday parks: a ryvalmedia and foxcatcher case study

Jonathan Henshaw

Head of Product & Innovation

Ryvalmedia

In order to understand the effectiveness of BIG4's 'GO BIG' brand campaign, Ryvalmedia & Foxcatcher recommended and implemented a multi-channel experience with the goal of understanding the impact awareness channels have on purchases across Display, BVOD, Audio, DOOH and YouTube activity.

By relying on our proprietary 'FoxTag' deployed on the BIG4 website, we were able to clearly measure the impact of each channel as part of the marketing mix while also leveraging website data to power 'WorldView Retail' and build RFM segmentations for future remarketing efforts across display.

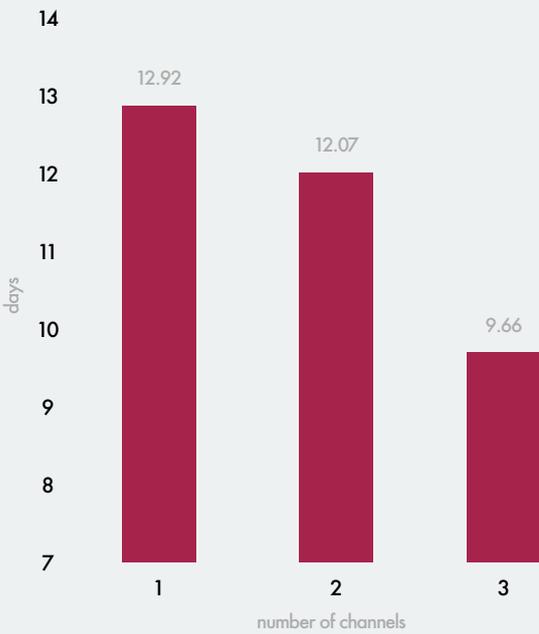
Overall, the multi-channel approach not only demonstrated a strong correlation between brand and performance channels but also unexpectedly revealed direct conversion impacts from DOOH, BVOD, and Audio channels.

Our key learnings were as follows:

- > **More Channels = Better Results** – Our path to conversion analysis highlighted that when users engaged with 3 channels vs. 2 channels on their path to conversion, their time to convert dropped by 20% while conversion rate increased by 103%. This was even larger when comparing 3 channels vs. 1 channel!

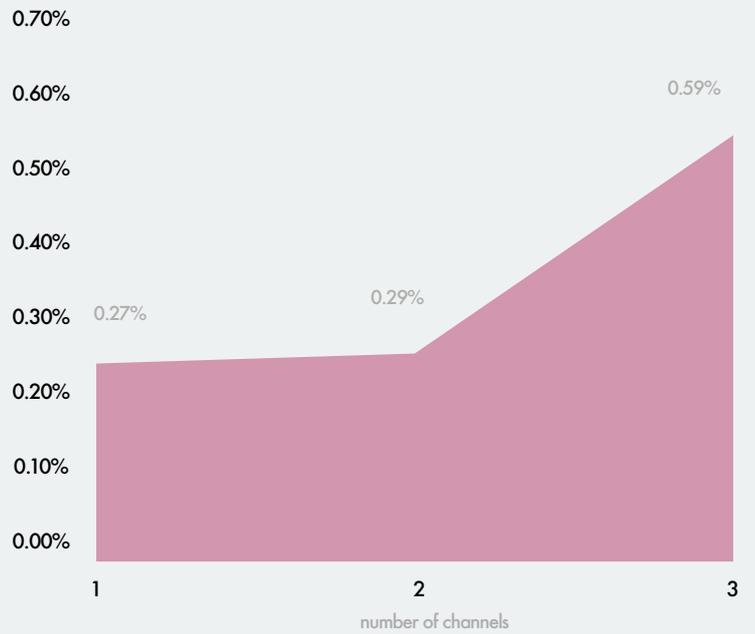
path to conversion analysis

time to convert



● average days from last impression to conversion

conversion rate x channel mix



● CVR

Our key learnings were as follows:

- > **Performance Impact from DOOH** – While the overarching goal of DOOH is to drive awareness, by retargeting users who were exposed to DOOH using Device ID's, we were able to see a 47% reduction in display CPA's over the course of the campaign.

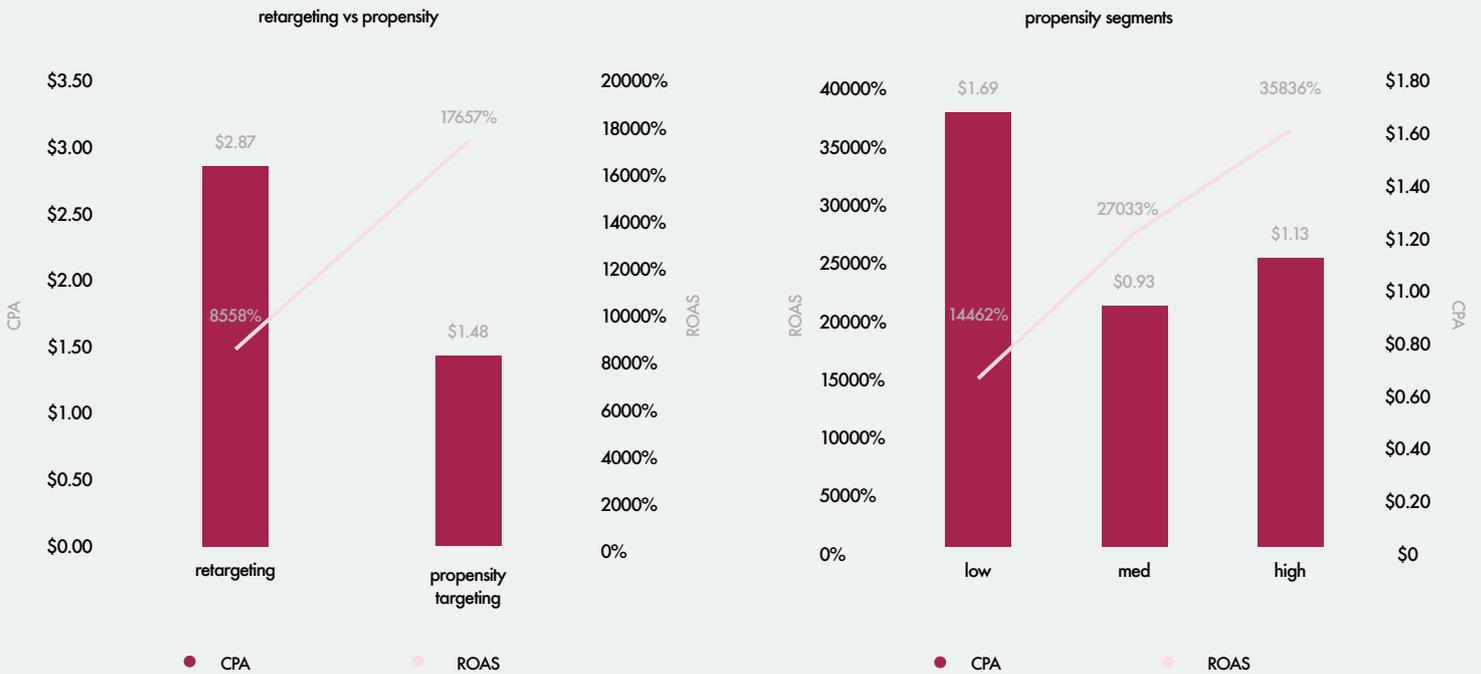
DOOH Spend vs Display CPA



Our key learnings were as follows:

- > **Retargeting vs. Propensity** – While retargeting continues to deliver strong results, our multi-channel strategy powered a better understanding of users who engaged or were coming to the BIG4 site, leading to our propensity targeting segments having a 48% lower CPA vs. standard targeting.

Display Propensity Targeting



These insights have proved invaluable for BIG4 in understanding the benefit of their multi-channel approach and helped to shape and inform future investment and strategy decisions. Given current market challenges, it is critical that brands have the tools and technology in place to understand the impact that all channels are having on sales and business outcomes.

multi-channel effectiveness and incremental reach: an optus case study

Yasmin Sanders
Managing Director
Samba TV

Expanding your brand's reach and ensuring it makes a lasting impact everywhere your audiences are, is what omnichannel campaigns are all about—maximise audience reach, foster meaningful engagement and customise for various audience segments on channels that resonate with them. The impactfulness of TV typically means it sits at the centre of omnichannel strategies, but while TV is extremely effective at reaching a broad audience, how can advertisers achieve incremental reach and make the most out of its investment?

To achieve this, Optus partnered with Samba TV to leverage our automatic content recognition (ACR) TV data—a technology we pioneered over a decade ago. This first-party viewership data is 100% opted-in and gathered from software embedded at the chipset level of hundreds of thousands of televisions across Australia.

The strategy taken is based on a methodology that takes Samba TV's first-party TV data to understand TV viewership consumption down to a granular postcode level and utilise those insights to optimise campaign performance. By identifying postcodes that were underexposed to a TV campaign, we surface opportunities for advertisers to more efficiently increase ad exposure and reach. On the other hand, we can identify postcodes where there's overexposure so advertisers can adjust media investments and reevaluate their multi-channel strategy. We married this geo approach with our True Reach & Frequency platform to help Optus get the most out of the biggest ticket item on their media plan—TV.

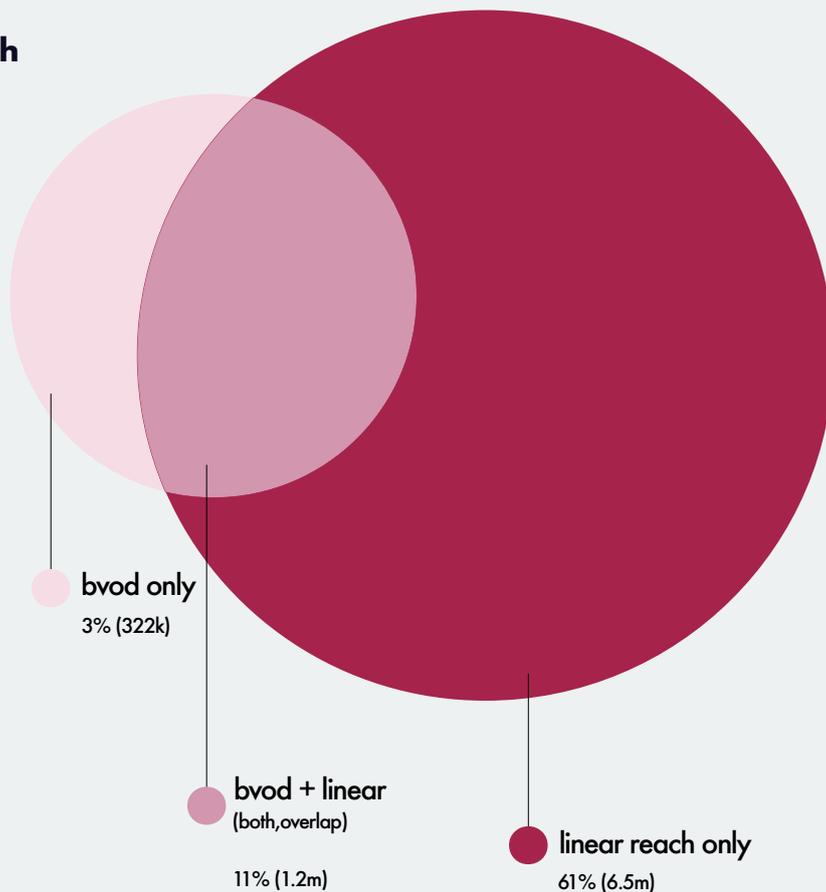
chapter 6: multi-channel effectiveness and incremental reach: an optus case study

We started by examining deduplicated reach across linear and BVOD to gain a deeper understanding of campaign performance. This process included an analysis of ad exposure across linear and BVOD, as well as viewership behaviours across heavy, medium and light viewing households. Additionally, reach and frequency were measured over time to pinpoint where performance began to plateau and where the opportunities lie for us to increase incrementality. An analysis of reach and frequency overlap by networks and channels was also conducted to inform Optus of which ones can be optimised in their cross-channel mix.

Findings:

- > Linear TV alone reached 61% of total households, demonstrating TV's ability to drive reach.
- > Linear TV + BVOD added an additional 11% reach.
- > BVOD alone contributed a 3% incremental reach, a significant achievement considering the high base number already achieved by linear TV.
- > Overall, the campaign reached 75% of households in Australia.

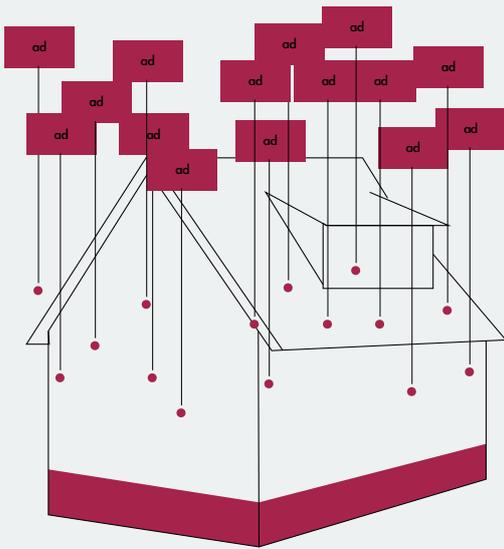
audience exposure & reach



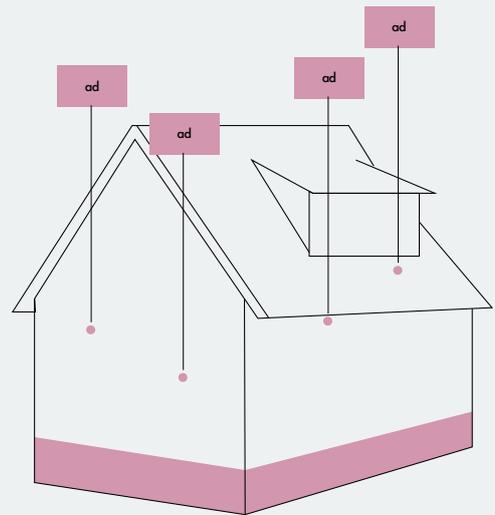
chapter 6: multi-channel effectiveness and incremental reach: an optus case study

Insights:

- > 94% of Optus' TV ad impressions were concentrated on the top 55% of heavy linear TV viewing households—they see 25.5 ads on average. This proves frequency and oversaturation is an issue for the majority of linear households reached.
- > 6% of Optus' TV ad impressions reached the bottom 45% of light linear TV viewing households—they see 4.5 ads on average. This highlights an opportunity to optimise ad spend and frequency distribution to reach those underexposed audiences.



94% of Optus' TV ad impressions reached the top 55% of linear TV watching households. They see 25.5 ads on average.
Heavy/Medium TV Households



6% of Optus' TV ad impressions reached the bottom 45% of linear TV watching households. They see 4.5 ads on average.
Light TV Households

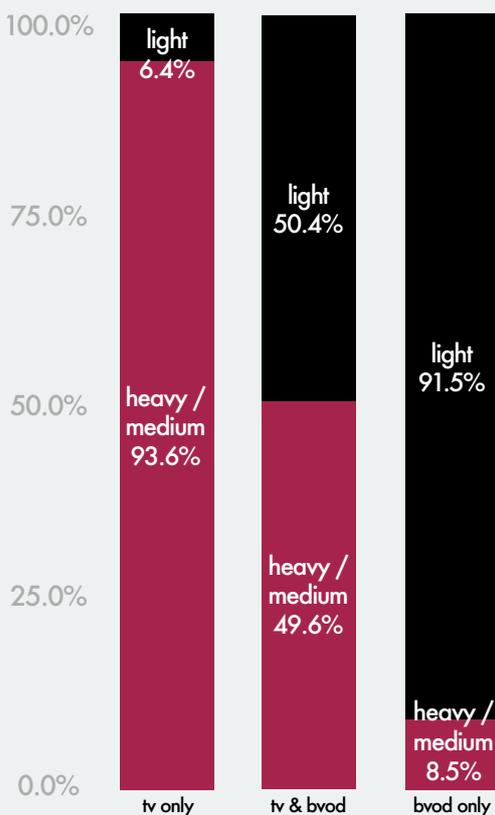
campaign: april - august 2024

chapter 6: multi-channel effectiveness and incremental reach: an optus case study

Insights:

- > The delivery of TV-only ad impressions (93%) is concentrated in heavy/medium viewing households.
- > The delivery of ad impressions across TV & BVOD is more evenly distributed between heavy/medium (49.6%) and light (50.4%) viewing households.
- > The delivery of BVOD-only ad impressions is reaching elusive light viewing households (91.5%) vs heavy/medium viewing households (8.5%), demonstrating the significant value of this channel.
- > The incremental household rate for BVOD alone was 21.2%. Therefore, 21 households out of every 100 would not have been reached if not for the BVOD campaign.

percentage of campaign impressions by heavy/medium & light tv viewers



In conclusion, *this case study demonstrates the value in understanding deduplicated campaign reach across linear TV and BVOD down to the postcode level* and leveraging those deep insights to gain a more holistic and scientific analysis of viewership behaviour and ad exposure across media channels.

It also highlights how today's advertisers can wield flexible tools to fine-tune their omnichannel investments and reduce the cost per incremental reach. This not only creates additional touchpoints for increased reach and meaningful engagement, but also amplifies overall brand impact through the synergistic effects of all integrated channels.

“Being able to quantify the lift (actually having that cost for incremental household) and being able to look at what we would have missed out on - that was a data point we didn't have before that we have now. It forms a great baseline as we move into the future.”

Lauren Dawber, Senior Director of Media, Operations, and Performance at Optus

What can marketers do to elevate their brand through multi-channel excellence?

- > Don't wait out tough economic conditions by continuing heavily skewed investment towards performance channels, it's time to rebalance budget across the funnel.
- > Figure out the right mix for end-to-end advertising messaging, balancing conversion-focused initiatives with long-term, brand building needs.
- > Work out the right mix that optimises ROI and brand benefits from multi-channel campaigns, rather than concentrating investment in one or few channels.
- > Use the tools available to understand how audiences engage with media, audience overlaps and unduplicated reach and how to drive incremental reach cost efficiently.
- > Match ad creative to the 'neurostate' of the surrounding environment to optimise effectiveness and leverage the psychological attributes of an environment.
- > Develop creative that is integrated and customised to each channel to enable exposures across media to work together in an additive fashion to provide a true media multiplier effect.
- > Measure the holistic impact of all advertising investment across channels by integrating and combining tried and tested methods and metrics.



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