



ACR Data & Insights Optimising Omnichannel Reach: a Case Study with Optus



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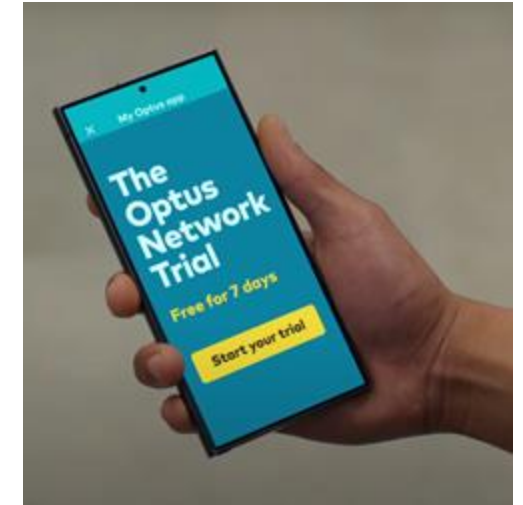
Challenges.

Technology has changed the way audiences consume content.

- 1 Explosion of VOD content across many channels
- 2 Audience attention and content consumption is spread across platforms and devices
- 3 Different buying models and metrics for different channels
- 4 Converged state of linear broadcast and digital

Objective.

Optus wanted to extend their consumer campaign linear TV reach to audiences across other media channels.



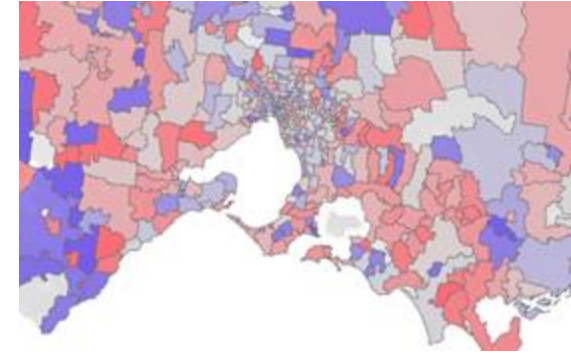
Solution.

Enriching Optus' media plan with first-party ACR TV data and insights, analysed at a granular postcode level.

ACR Powered
Linear TV Data & Insights



Underexposed
Optus Audiences at a
Postcode Level



OPTUS



Extending reach across multiple media channels



Upweight
Across BVOD



Plan/Activate
across DOOH



Plan/Activate
Across Audio



Plan/activate
Across YouTube



Plan/activate
across Social

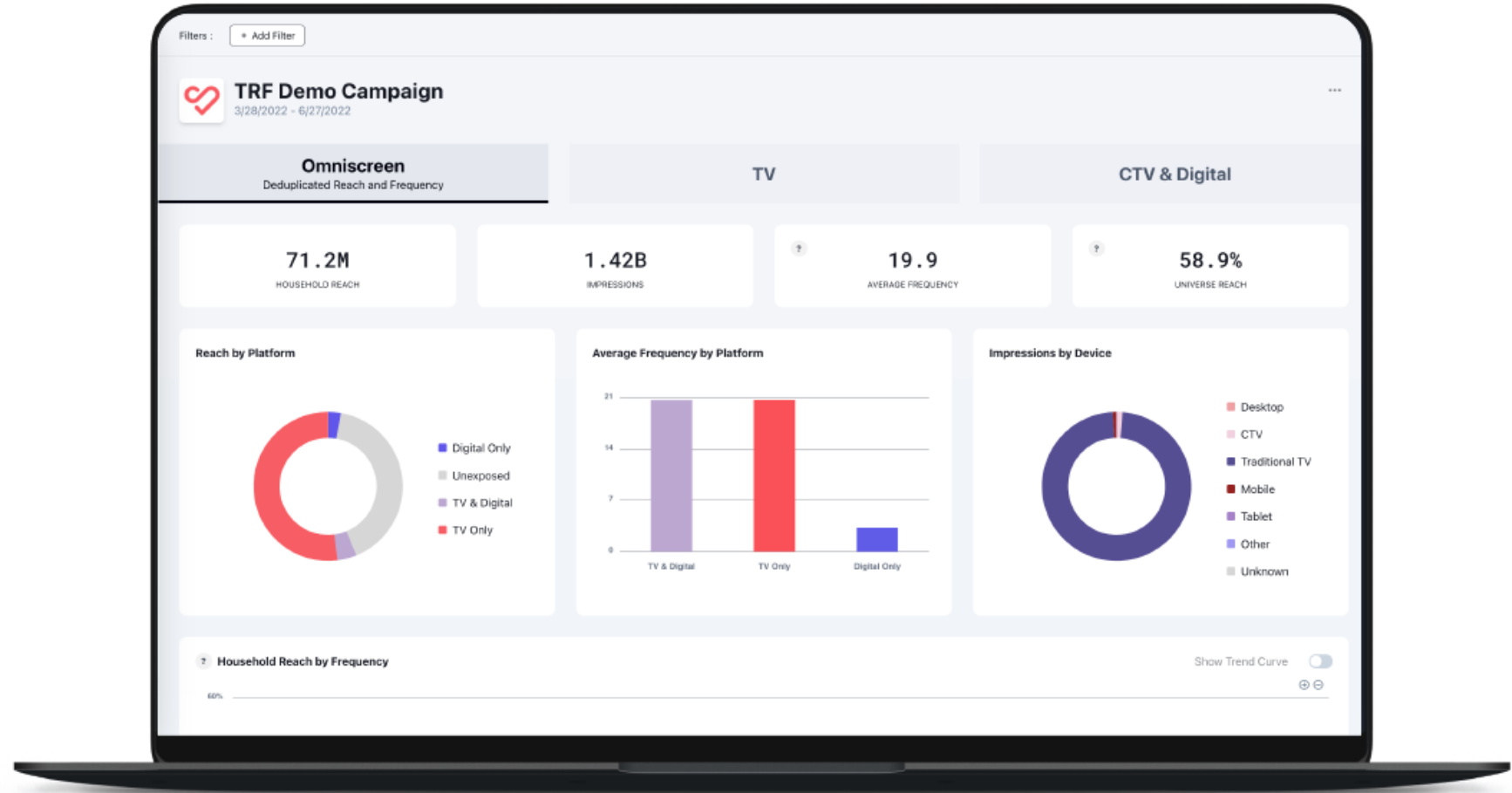
CURRENT CHANNEL
STRATEGY

FUTURE CHANNEL STRATEGIES

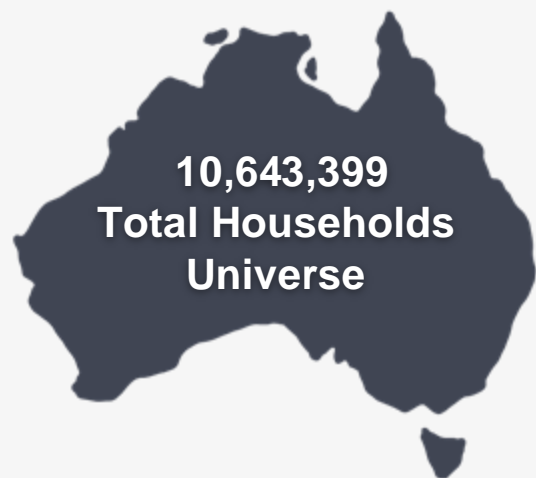
Measurement.

Measuring household campaign reach across linear and CTV (BVOD) to evaluate targeting effectiveness using a representative panel.

Optus leveraged Samba TV's True Reach & Frequency Platform



Results.



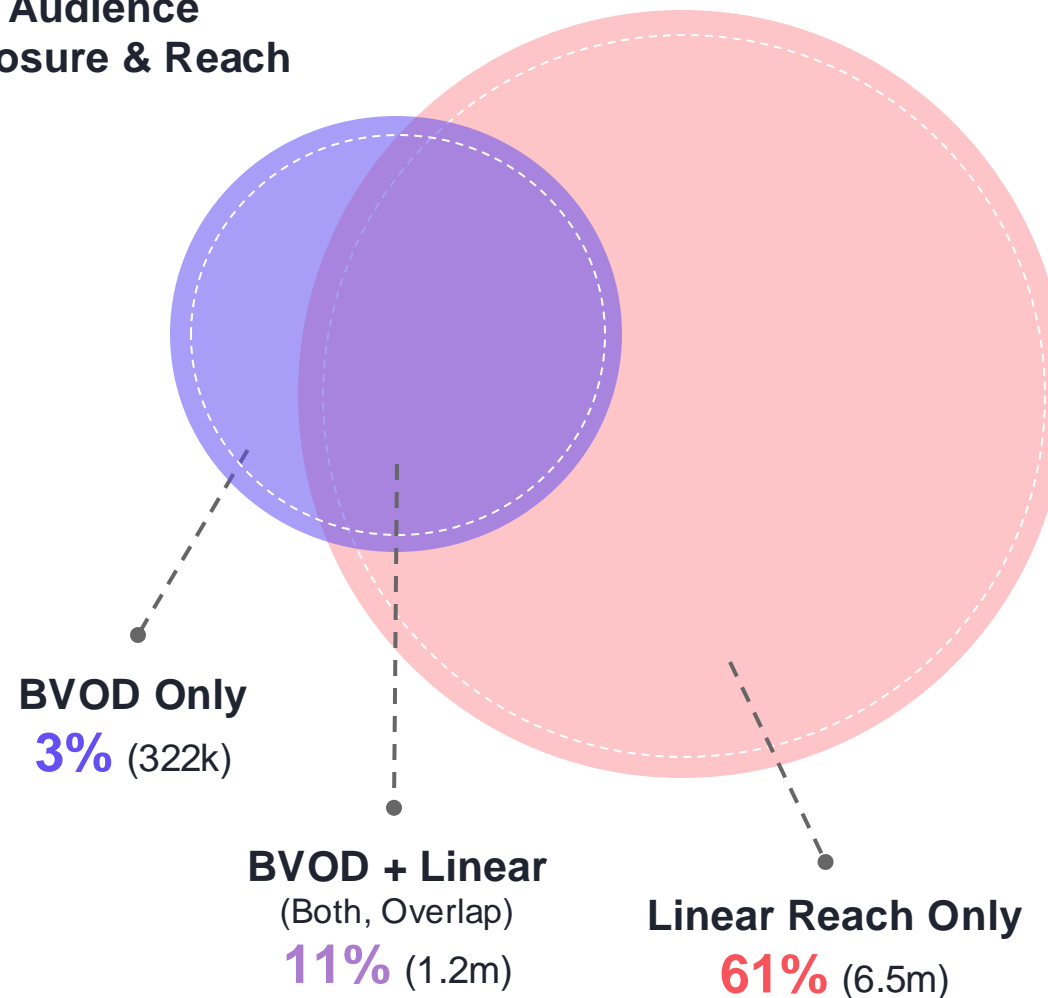
Total Households Reached

75% (8 million)

BVOD Incremental Reach

3% (322K)

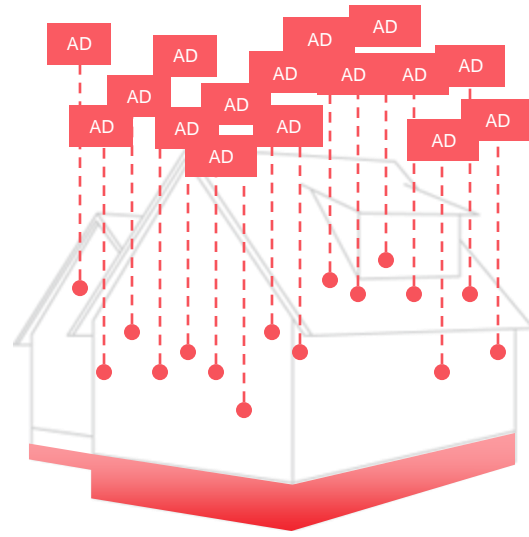
Audience Exposure & Reach



Insights.

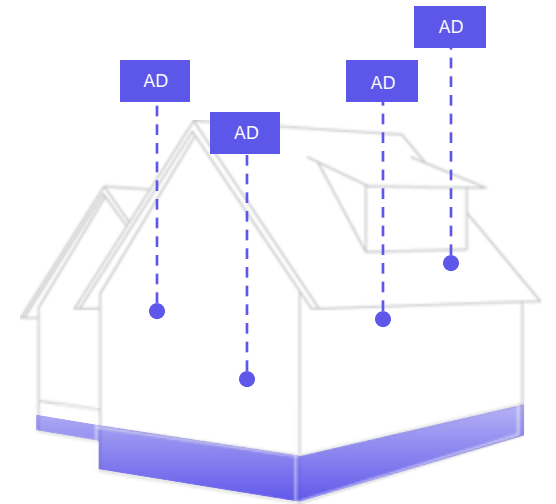
Frequency is a problem for the majority of linear households reached.

How did we help Optus measure and manage frequency, wastage and reach?



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



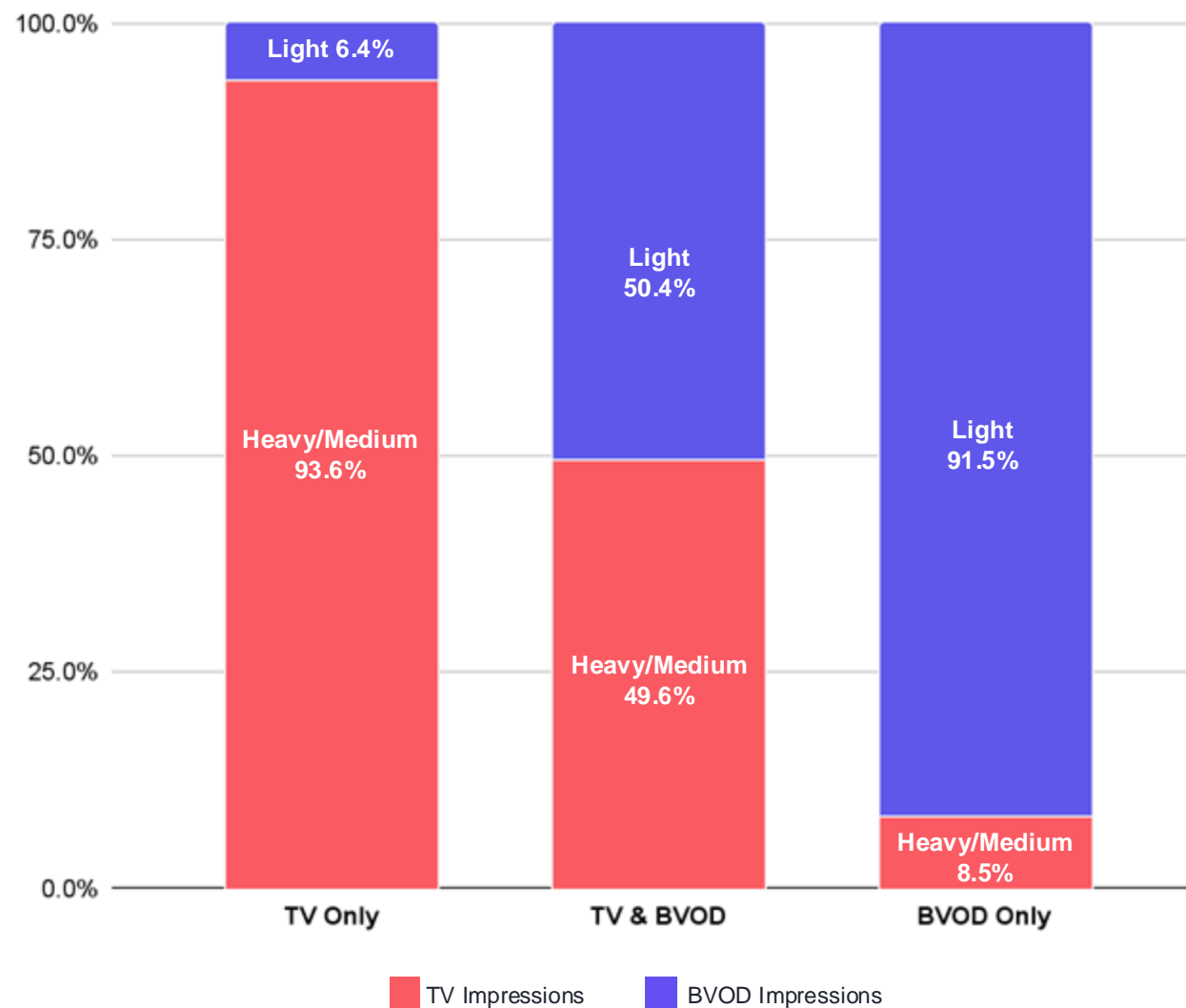
6% of Optus' TV ad impressions reached the **bottom 45%** of linear TV watching households. They see **4.5 ads** on average.

Light TV Households

Insights.

The BVOD campaign helped expose harder to reach linear TV audiences

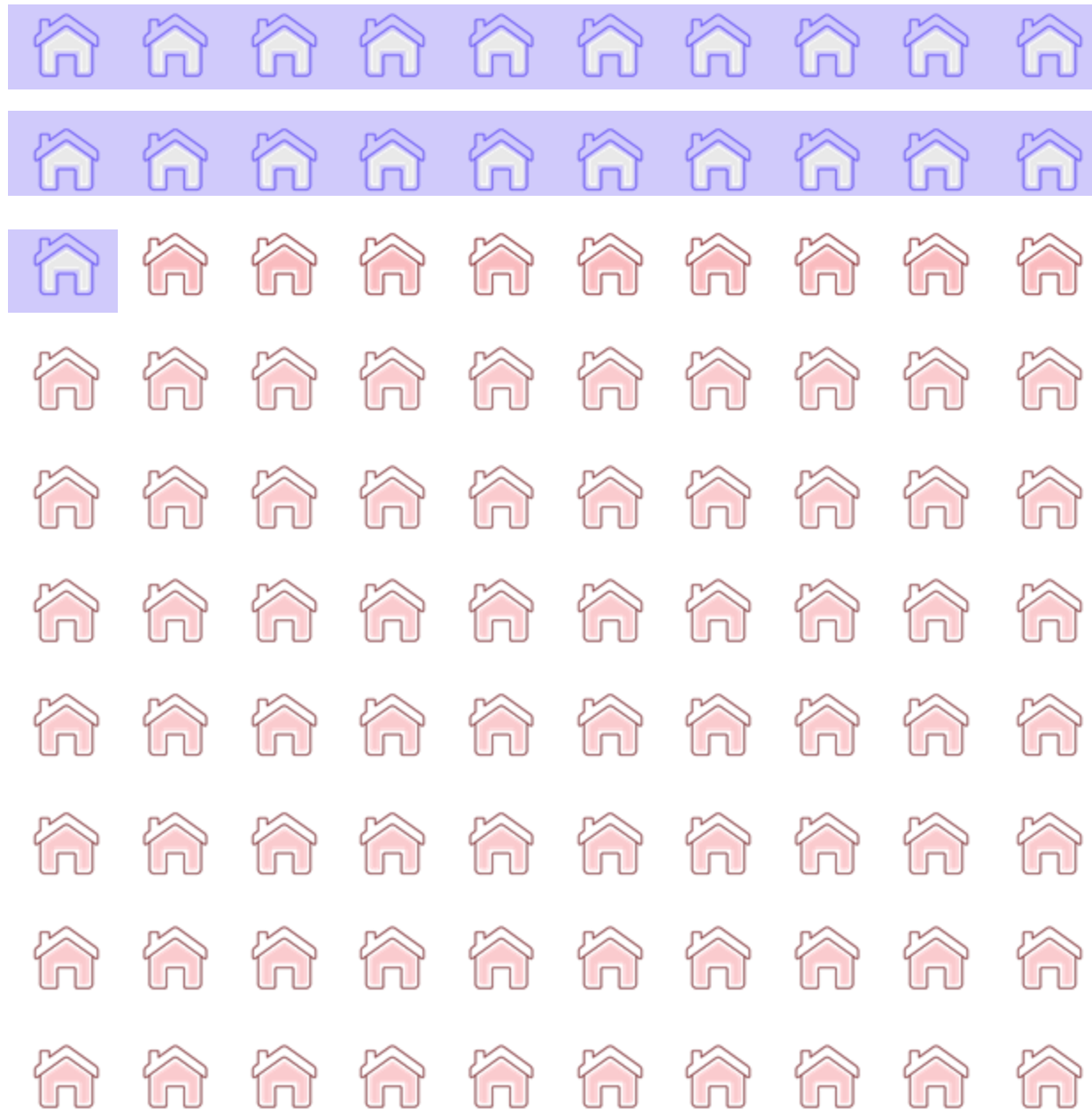
Percentage of Campaign Impressions by Heavy/Medium & Light TV Viewers



Insights.

The incremental household rate for BVOD was 21.2%

Therefore, over 21 households out of every 100 would have been missed if not for the BVOD campaign.



Learnings.

What are the actionable insights?

1

Synchronising TV viewership behaviour to help extend reach across multiple media channels

2

Understanding deduplicated campaign reach across linear TV, CTV & digital

3

Maximising reach and optimising frequency to drive campaign efficiency



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