

MAXIMIZE INCREMENTAL REACH WITH GREATER BUDGET EFFICIENCY

Extend reach and exceed your campaign objectives by activating across linear TV with the inclusion of CTV.

YOUR ADVANTAGE

- **Engagement.** Enhance exposure to additional unique audiences and light viewers not found on linear TV.
- **Incrementality.** Optimize reach across screens and deliver lift in incremental reach.
- **Efficiency.** Achieve greater budget efficiency when reaching audiences.
- **Performance.** Balance your advertising in a fragmented landscape to maximize performance.

PROVEN RESULTS

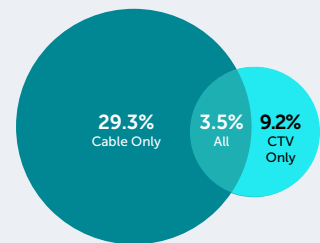
- Gain access to additional unique households
 - Delivered 9-20% unique-to-CTV reach above your campaign’s linear TV reach
- Achieve greater budget efficiency
 - Garnered a +30-60% lift in incremental reach with 10–23% of the campaign budget
 - Observed an overall OTT cost-per-reach point that is ~20–45% of the linear TV cost per reach point
- Deliver and reach a complete TV audience
 - Expanded the reach of “Medium” and “Light” linear viewers, who may only be accessed by alternative inventory

CLIENT SUCCESS STORY

Platform Reach Overlap

+9%

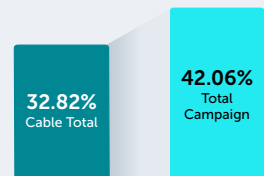
Additional unique reach garnered through CTV



Incremental Reach

+28%

Lift in incremental reach achieved through CTV

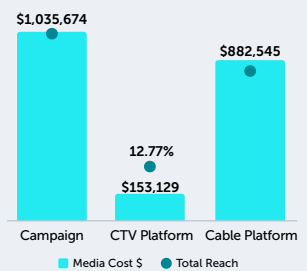


↑ 28.15% Lift

Reach by Platform

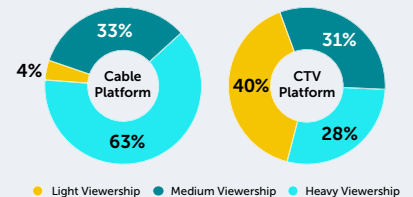
~13%

Total reach achieved through CTV using ~15% of the campaign budget



Viewership Analysis

CTV provided a more complete TV audience than linear TV



To learn more about how Cadent can help you with your next data-driven TV campaign, contact a [Cadent sales representative](#) or visit us at [cadent.tv](https://www.cadent.tv).

Only Cadent brings together TV inventory and audience data in a single platform — at national scale. Buying and selling cross-screen TV advertising has never been easier.