The 3-Minute Guide to CROSS-PLATFORM ADDRESSABLE

Capture Audiences at Home and On-the-Go
What Is Addressable TV?

We’re at a tipping point for TV ad targeting. Gone are the days when you had to buy time on a hit show to reach a mass audience. Buyers can now leverage data-driven insights to deliver ads to specific TV viewing households. This solution is called addressable TV, and it ensures that ads can be delivered with the pinpoint accuracy and robust measurement of digital. Some things to know:

Zero in on real people

Historically, TV buys have been built on traditional demographics, but addressable takes the guesswork out of the process to reach people based on who they are, what they care about and the purchases they make.

Audience-level data

Set-top boxes, smart TVs and other connected devices are a rich source of household-level data. Addressable gathers these insights, augmented with third-party data, so advertisers can optimize their buys to reach only qualified households.

Fast-growing opportunity

Today, addressable technology reaches approximately 70 million U.S. households.* According to eMarketer, spending on addressable advertising will top $2 billion by 2018.

Transparent results

Addressable TV offers measurement capabilities that allow advertisers to track campaign performance and directly tie ROI back to the ads served.

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*Source: Broadcasting & Cable
The way people watch TV is changing rapidly. Cord cutting and digital streaming via “over-the-top” services—such as DISH’s Sling TV—mean that consumers are now able to watch live TV on the device that’s most handy. Addressable ad buyers can now run cross-platform campaigns to reach these viewers in a premium environment regardless of program, network or device. Overcome digital’s challenges:

**Better viewability**

Ads on Sling TV are full-screen every time, meaning 100 percent of pixels are in view (compared to the IAB standard of 50 percent).

**Near-perfect completion**

Sling TV viewers watch ads all the way through, with a nearly perfect average completion rate of 97 percent (compared to the industry average of 71 percent*).

**Free of fraud and ad blockers**

Ads are served in a fraud-free environment, with absolutely no ad blockers.

**Streamed to the TV**

The majority of ads on Sling TV are streamed to the TV, so consumers see your ads in their living room on the big screen.

**Premium content**

All the content on Sling TV is from premium networks, programs and platforms. So ads only air during high-quality viewing experiences.

*Source: FreeWheel Q2 2016 VMR Report*
The Benefits of Cross-Platform Addressable

Cross-platform addressable provides five primary advantages that let you be more strategic with your ad dollars:

1. **Timing and relevance**
   - It ensures that the right ads reach the right audience on the right device. Only ads that matter to specific viewers are shown.

2. **Data expansion**
   - It targets viewers beyond traditional age and gender demographics, allowing advertisers to take advantage of data-driven optimization. Buy audiences, not programs.

3. **Waste reduction**
   - Reach only the active viewers who are likely to purchase your product or service. Use your first-party data to promote the adoption of credit cards to non-cardholders.

4. **Frequency management**
   - Achieve optimal exposure by managing ad frequency to your audience, reducing the chance of ad fatigue.

5. **Real measurement**
   - Robust reporting lets you see exactly how a campaign tracked, providing transparency and true attribution.
Brands See Results with Addressable

Advertisers in action:

Finance
An online brokerage firm ran an addressable campaign targeting three audience profiles—high-powered careers, working class and rising stars—using data from Equifax. The brand executed different creatives to drive lift in account activations and inform future campaigns. One creative saw a **213 percent higher lift** than the other, providing a clear future direction, plus they saw a **67 percent overall lift** in open account rates.

CPG
A maker of coffee pods wanted to increase its market share in a saturated market. It used data from Nielsen Catalina Solutions and Acxiom to identify purchasers of rival products, using messaging to encourage users to switch. The brand saw a **6 percent sales lift**, $733,000 in incremental sales and a **2:1 return on ad spend**.

Direct Response
An insurance brand leveraged addressable as a complement to its national linear buy to promote motorcycle insurance to motorcycle owners, typically hard-to-reach homes. The addressable campaign **reached 90 percent** of the target households, extending the reach of the national campaign by an **incremental 20 percent** and exposing the right households to the right ads at a consistent pace.
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