



BALSAM HILL®



MediaMath



tvSquared

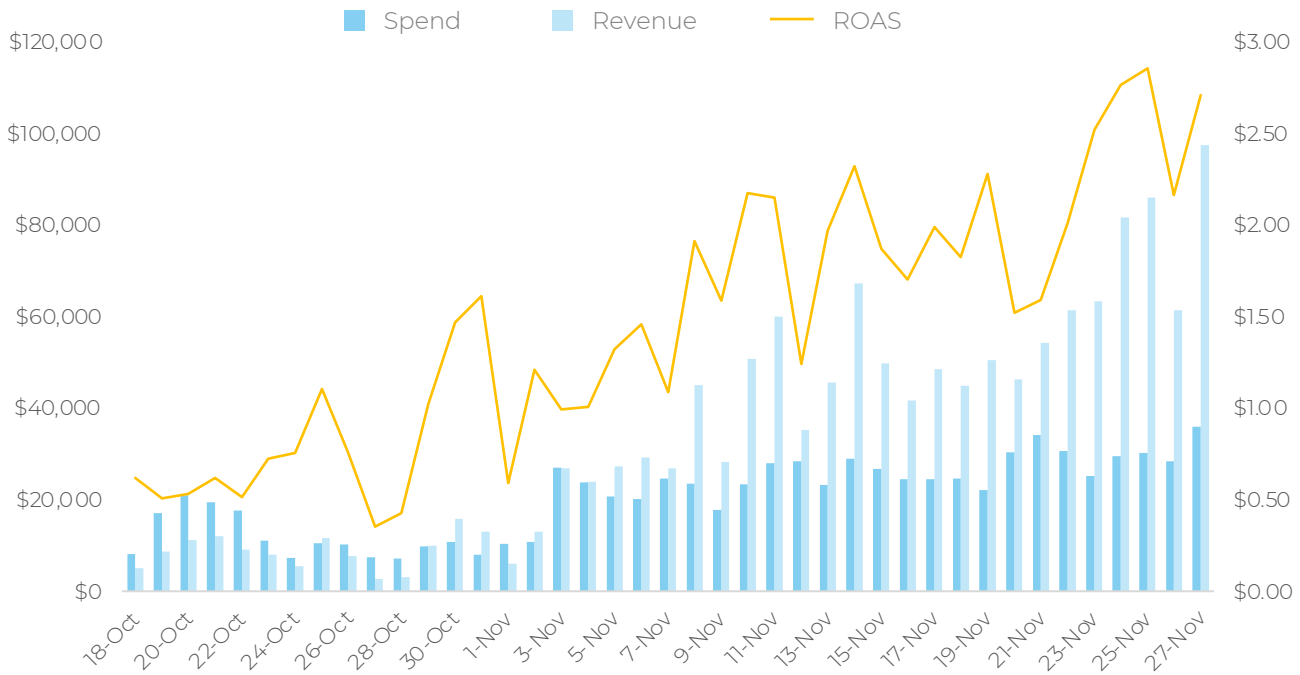
Driving Performance with CTV

OBJECTIVE

Balsam Brands, the world’s leading retailer of artificial Christmas trees and holiday décor products, wanted to leverage MediaMath’s programmatic OTT and attribution solution, in partnership with TVSquared to drive quality site traffic from shoppers looking to decorate their homes for the holidays and drive ROAS

ACTIONS & INSIGHTS

MediaMath partnered with TVSquared to provide real-time attribution to measure the effectiveness of Balsam brand reach and messaging across its selected publisher partners. Throughout the campaign, MediaMath’s client success team was able to optimized against high performing publishers and devices to achieve higher ROAS



RESULTS

Through our powerful real-time attribution solution with our TVSquared partners, MediaMath was able to drive ROAS by 150% versus the year prior and achieved incremental unique reach over linear by 78%



78%
Unique Reach



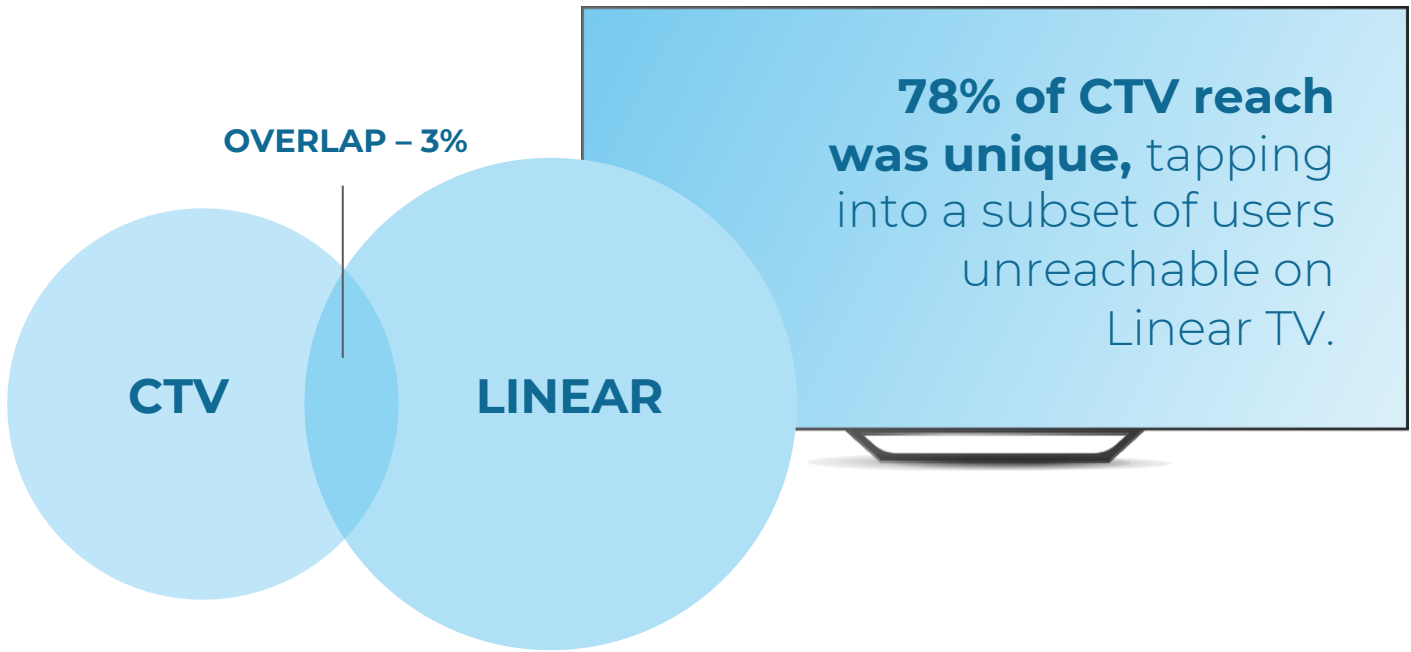
35M
Total Impressions



4.7M Households Reached



131K Responses from CTV



Channel	IMPS	Reach Proportion	Avg. Frequency	Unique Reach
OTT	8%	10%	8.4	78%
Linear	87%	87%	10	97%
Overlap	5%	3%	17.4	

Omnichannel drives far better performance, response rates are higher when 2+ channels were running concurrently.

When adding CTV to the media strategy in combination with Display and Video we see some of our highest response rates.

Find out how MediaMath can help you scale on your CTV strategy, contact us at info@mediamath.com

Omnichannel Response Rates (Per 1K Uniques)

