Executive Summary

In early 2022 Spectrum Reach partnered with MAGNA Global on a custom study to rigorously test multiscreen effectiveness.

The study – entitled "Ad Mix Synergy" explores how multiscreen campaigns and strategies impact upper funnel metrics like brand awareness and lower funnel metrics like purchase intent.

The findings reinforce Spectrum Reach's continuing narrative that multiscreen not only works – it offers a full funnel solution for marketers.
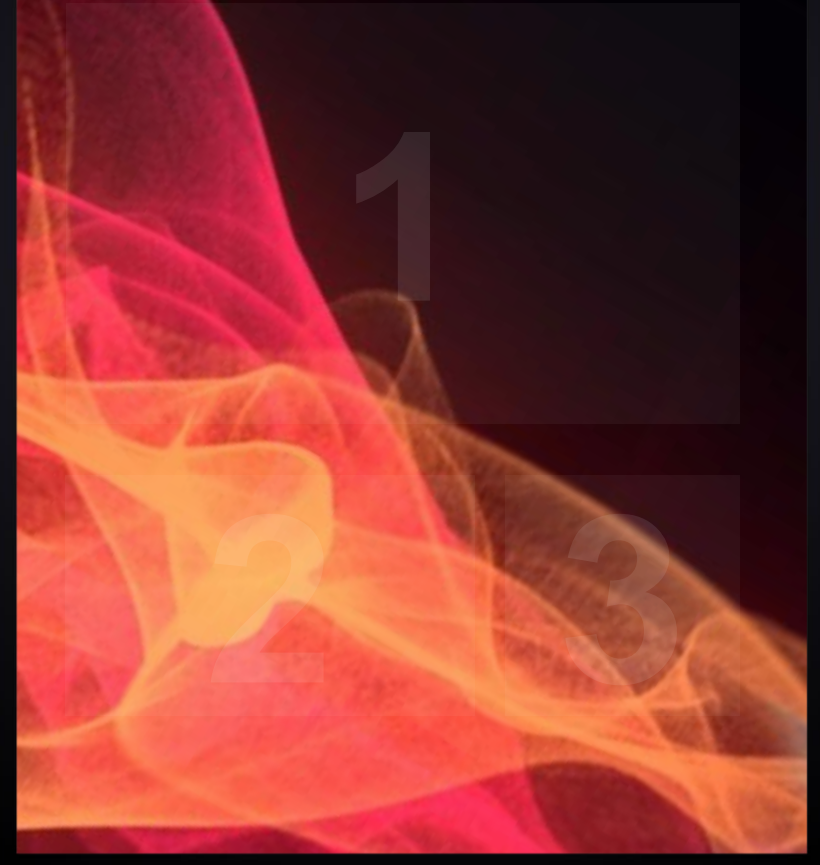
FINDINGS

Upper funnel metrics like ad attention and unaided brand awareness saw double digit lifts with multiscreen campaigns.

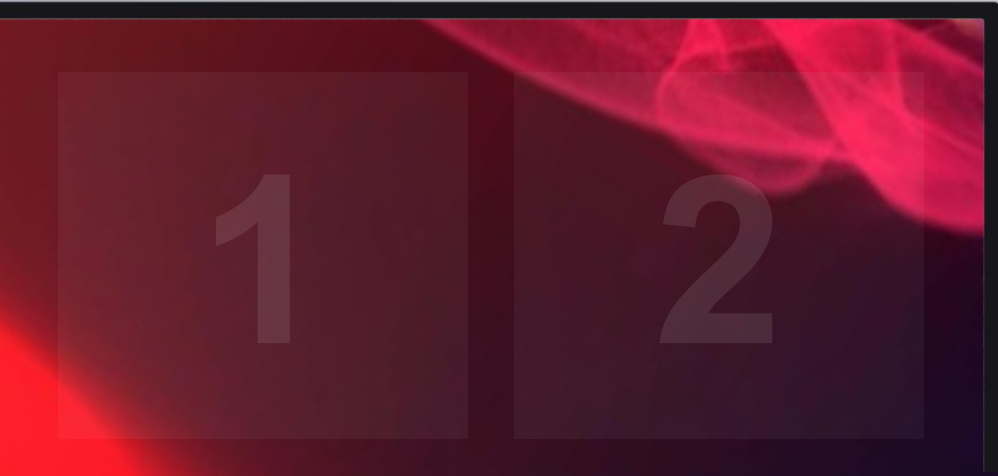Lower funnel metrics like purchase intent and search intent were positively impacted by multiscreen campaigns.

Linear television lays a strong foundation for multiscreen campaigns and when combined with CTV drives consumers to want to hear more.

HOW STRONG IS MEDIA SYNERGY?

Putting science behind the age-old question

Spectrum REACH | MAGNA MEDIA TRIALS

The Methodology

To quantify the branding impact of video ad exposures across various media combinations

LINEAR TV

CONNECTED TV (CTV)
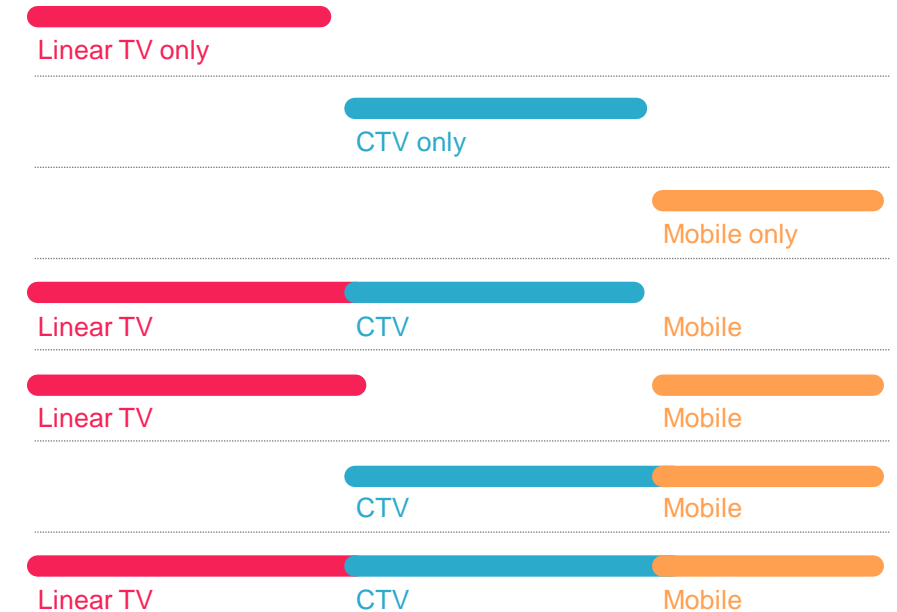
MOBILE

HOW

Experimental Design

To quantify the branding impact of video ad exposures across various media combinations

- Panelists qualify for media combination(s) based on natural media consumption
- Randomization into specific test or control group
- Panelists view video content across designated device(s) over the course of 1 week. Appropriate ads served."
- Panelists take brand lift survey to measure KPIs
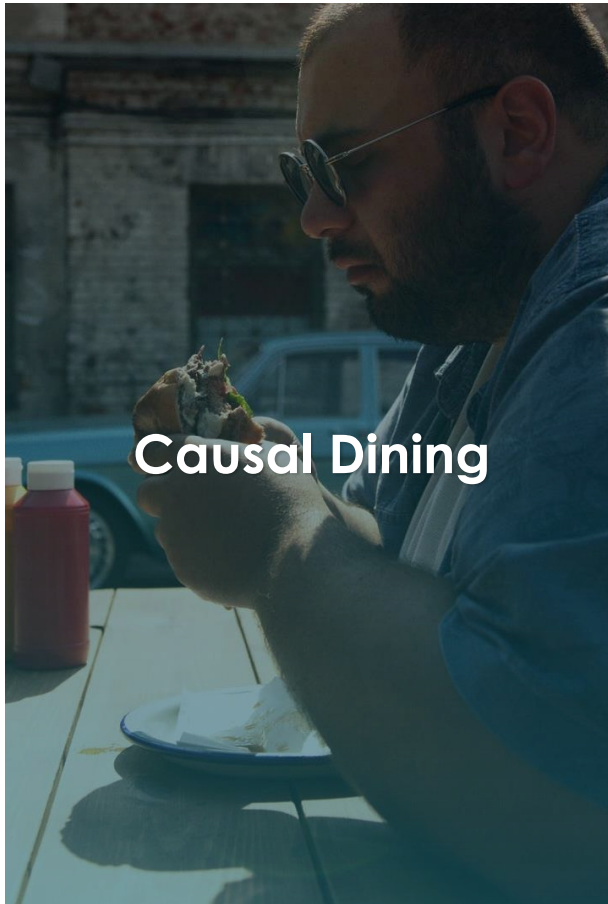
WHAT

Media Combinations

Linear TV only
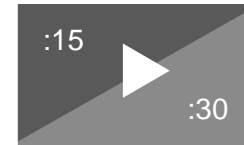
CTV only

Mobile only

Linear TV   CTV   Mobile

Linear TV   Mobile

CTV   Mobile

Linear TV   CTV   Mobile

Total People n = 1,684
Total Exposures Measured n = 33,368
Frequency of exposure within each media combination = 3

Spectrum REACH   MAGNA MEDIA TRIALS

The Ads

Causal Dining

Insurance

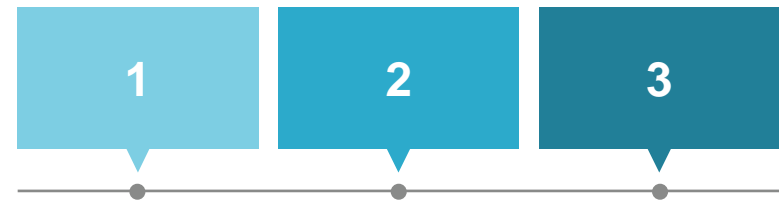## Three Ad Exposures Per Person

:15
:30

- Single video ad per brand (:15 and :30)
- Exposures took place over 1 week

Ad Skipping
Only available on **:30 mobile ads**

Natural Ad Load Across Devices

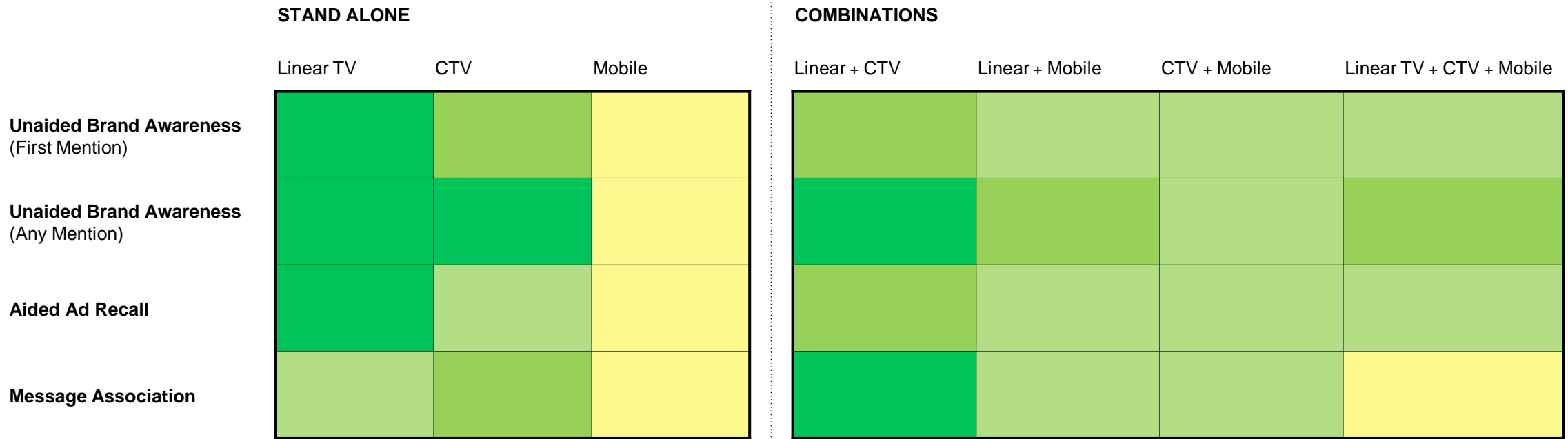| 1	2	3

BIG SCREEN BENEFITS

Spectrum REACH   MAGNA MEDIA TRIALS

Big Screen, Big Awareness

All media combinations drove awareness, but ads on CTV and Linear TV were most memorable

AWARENESS METRICS
Delta (Exposed – Control) | Frequency Exposure = 3

	STAND ALONE				COMBINATIONS			
	Linear TV	CTV	Mobile		Linear + CTV	Linear + Mobile	CTV + Mobile	Linear TV + CTV + Mobile
Unaided Brand Awareness (First Mention)								
Unaided Brand Awareness (Any Mention)								
Aided Ad Recall								
Message Association								

Spectrum REACH MAGNA MEDIA TRIALS

Big Screen + Intentional Viewing (CTV) Piqued Interest, Leaving People Wanting To Hear More

"IS A BRAND I WANT TO HEAR MORE FROM"
Delta (Exposed – Control) | Frequency Exposure =3

Bar chart values:
- Linear TV Only: +4%
- CTV Only: +10% ▲
- Mobile Only: +4%
- Linear TV + CTV: +10% ▲
- Linear TV + Mobile: -1%
- CTV + Mobile: +11% ▲
- Linear TV + CTV + Mobile: +5%

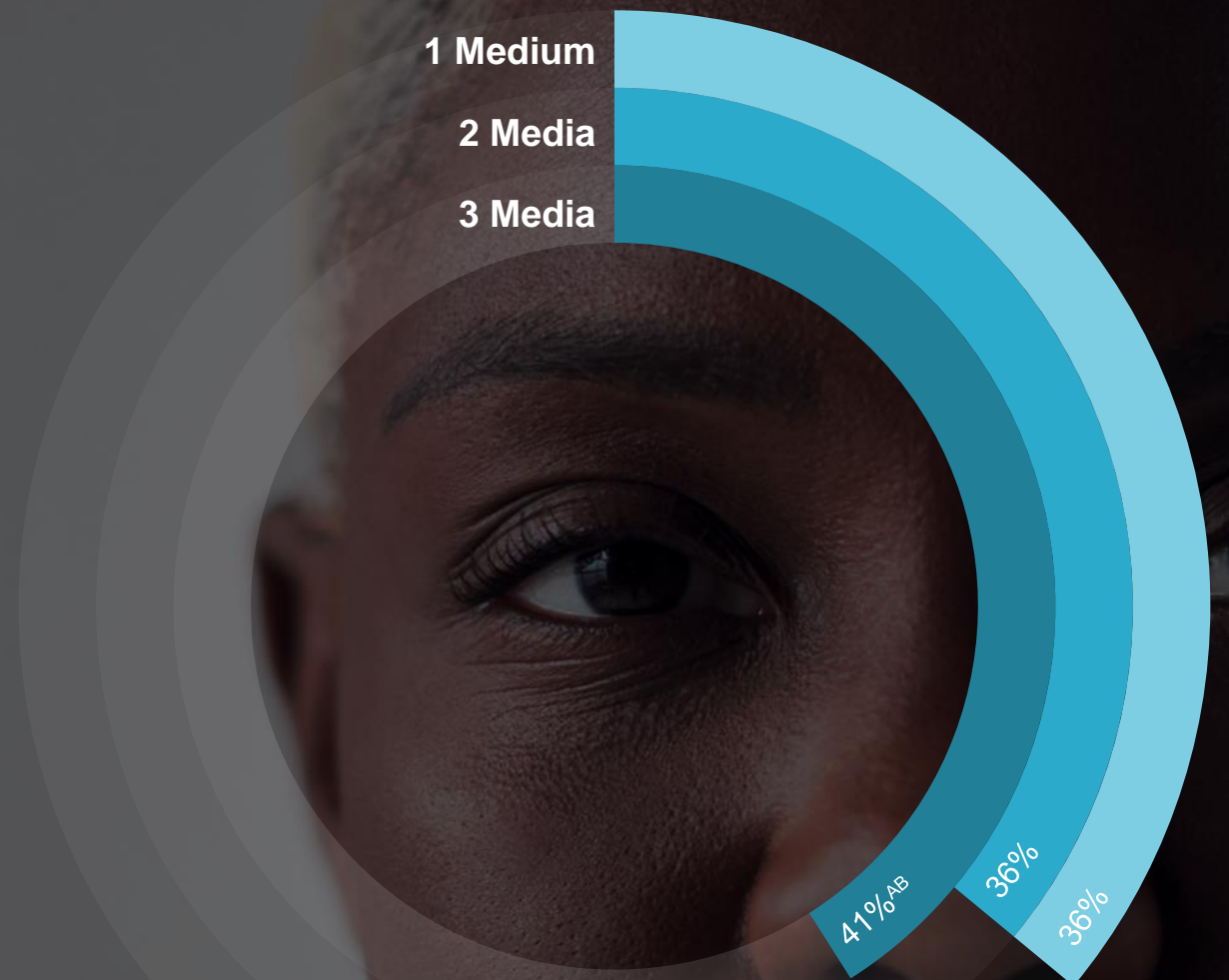Spectrum REACH   MAGNA MEDIA TRIALS

TO MIX OR NOT TO MIX

THE TRUTH ABOUT X-PLATFORM SYNERGY

People Pay More Attention To Ads When Exposed In A Variety Of Environments

ATTENTION TO AD
% Who Paid Full Attention | Frequency Exposure =3

1 Medium

2 Media

3 Media

41%^{AB}

36%

36%

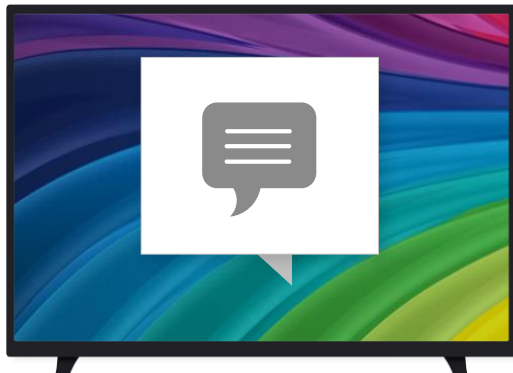Q: How much attention did you pay to the ad? There's no right or wrong answer.
A/B= Statistical significance between Extension ads and traditional tv ads at >=90% confidence level
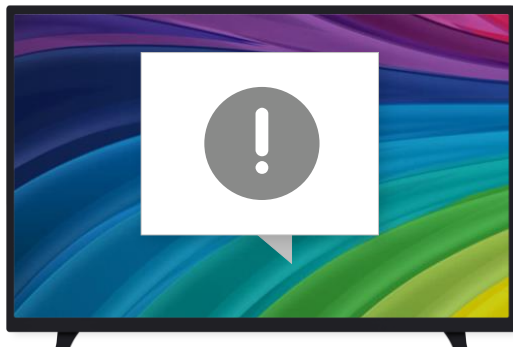Exposed Only: One Medium n=695; Two Medi n=719; Three Media n=270

Spectrum REACH   M/GNA MEDIA TRIALS

More Attention = More Processing Of Information In The Ad

AD OPINIONS
% Strongly / Somewhat Agree | Frequency Exposure =3

The ad **"clearly communicated its message"**

1 Medium (A)	73%
2 Media (B)	73%
3 Media (C)	81%[AB]

The ad **"provided new information"**

1 Medium (A)	31%
2 Media (B)	30%
3 Media (C)	39%[AB]

Spectrum REACH M/GN4 MEDIA TRIALS

X-Platform Yielded Better Storytelling

AD OPINIONS
% Strongly / Somewhat Agree | Frequency Exposure =3

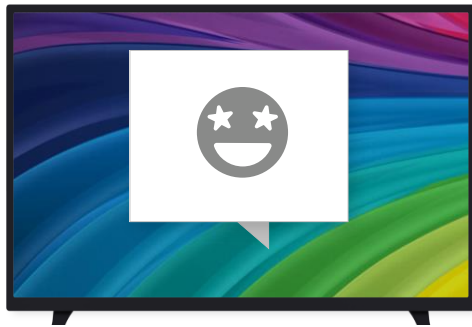|	1 Medium (A)	2 Media (B)	3 Media (C)
The ad "**told an interesting story**"	54%	52%	66%[AB]
The ad "**felt fresh**"	50%	51%	57%[AB]
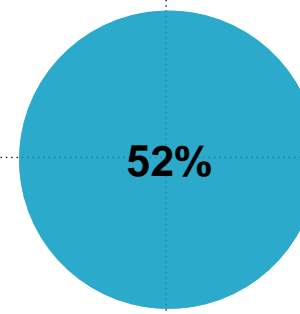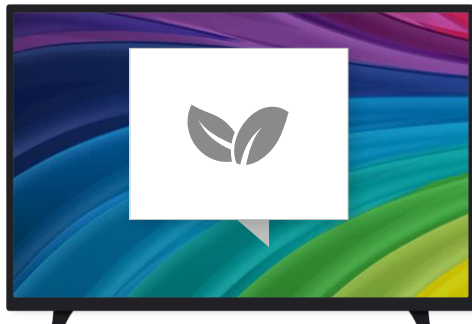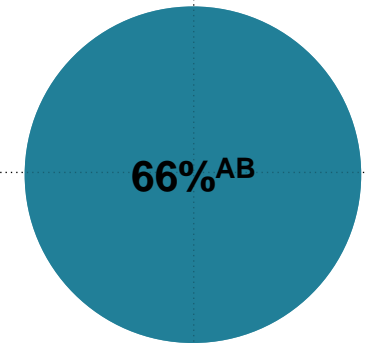
Q: How much do you agree or disagree with the following statements about the ad?
Sample sizes: Control Ad n=315, Traditional TV Ad n=322, Extension TV Ad n=642
A/B= Statistical significance between groups at >=90% confidence level
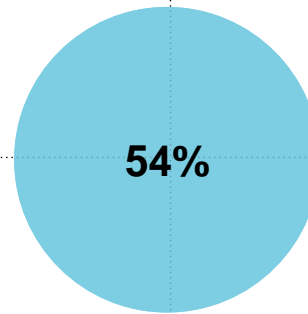Exposed Only: One Medium n=695; Two Medi n=719; Three Media n=270

Spectrum REACH   MAGNA MEDIA TRIALS

Full media mix drove purchase intent, with CTV playing a strong role

PURCHASE INTENT
Delta (Exposed – Control) | Frequency Exposure =3

Linear TV Only
+7%

CTV Only
+10%▲

Mobile Only
+3%

Linear TV + CTV
+6%

Linear TV + Mobile
+4%

CTV + Mobile
+11%▲

Linear TV + CTV + Mobile
+13%▲

Spectrum REACH   MAGNA MEDIA TRIALS

ORDER OF DELIVERY

Spectrum REACH MAGNA MEDIA TRIALS

Leading With Linear TV Created The Biggest Impact

ORDER OF EXPOSURE WITHIN FULL MEDIA MIX
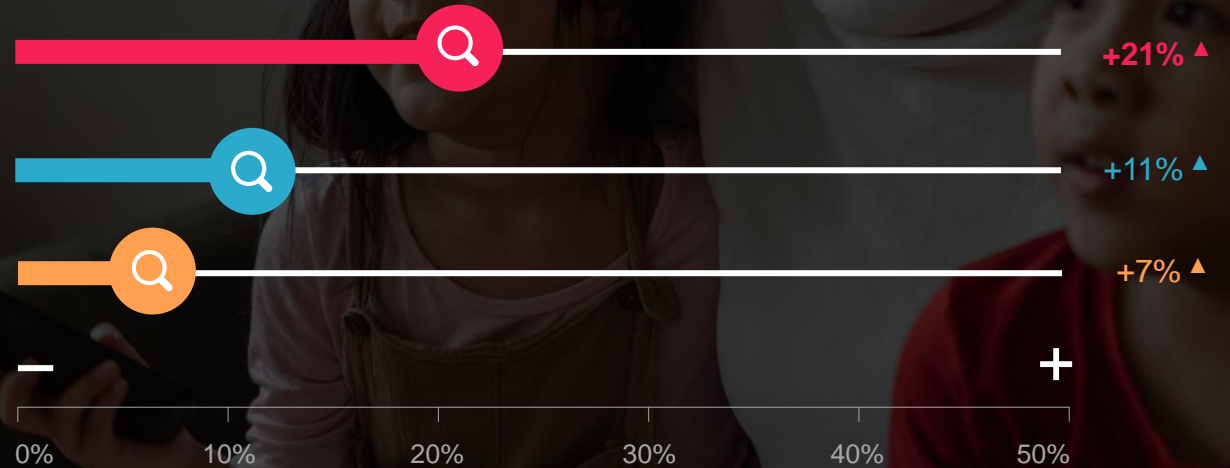Delta (Exposed – Control) | Frequency Exposure =3

- ● Linear TV First
- ● CTV First
- ● Mobile First

UNAIDED BRAND AWARENESS (ANY MENTION)

+44% ▲
+29% ▲
+26% ▲

SEARCH INTENT

+21% ▲
+11% ▲
+7% ▲

0%   10%   20%   30%   40%   50%

Q: When thinking of [category], which [category] do you think of first?
Q: How likely are you to search for information about the following brands of [brand]?
▲= Statistical significance between exposed and control groups at >=90% confidence level
A/B= Statistical significance between media combinations at >=90% confidence level
Sample sizes: Linear TV Only (control n=222; exposed n=222); CTV Only (control n=217; exposed n=217); Mobile Only (control n=256; exposed n=256); Linear + CTV (control n=247; exposed n=247); Linear + Mobile (control n=212; exposed n=212); CTV + Mobile (control n=260; exposed n=260); Linear TV + CTV + Mobile (control n=270; exposed n=270)
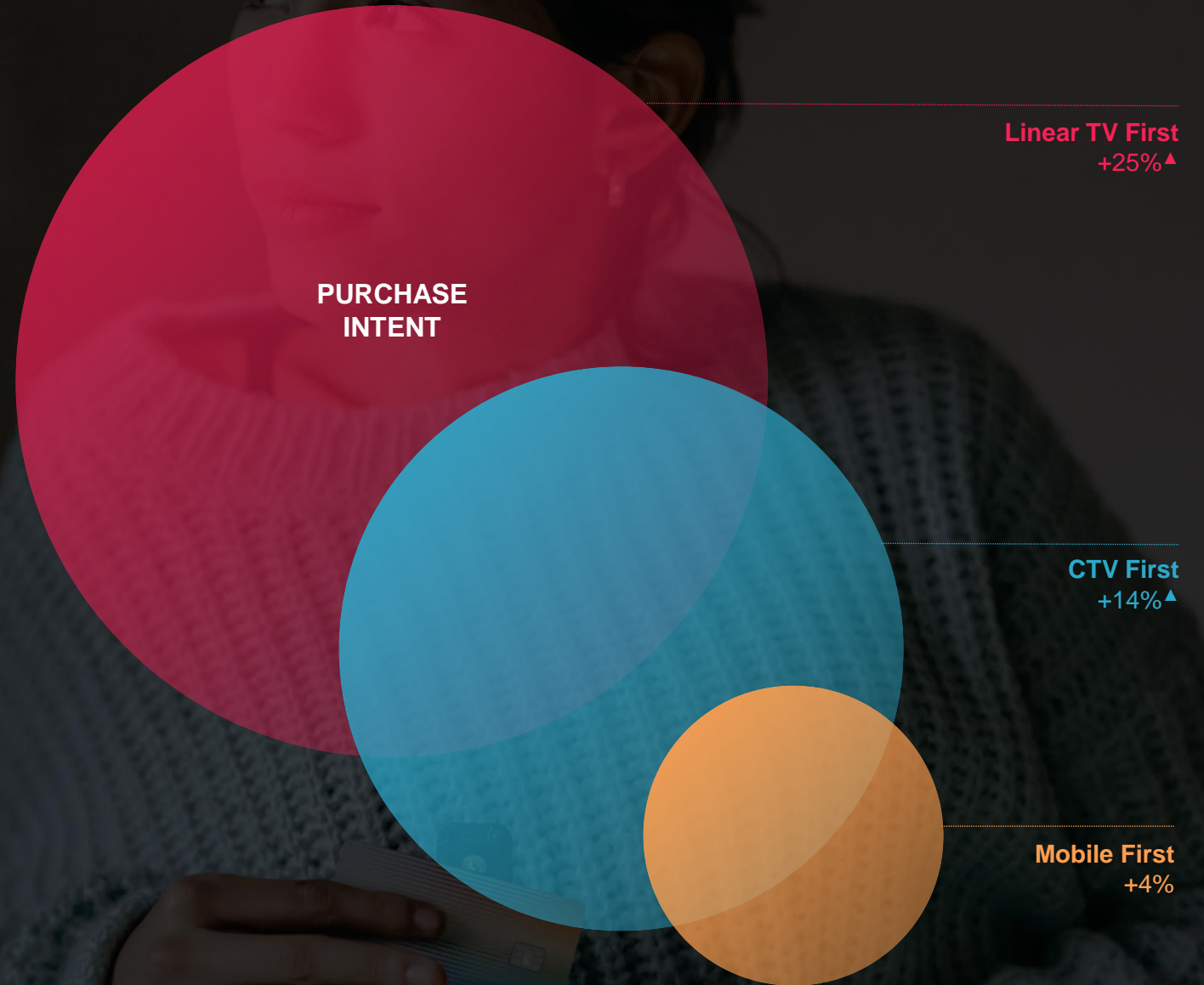
Spectrum REACH   M/GNA MEDIA TRIALS
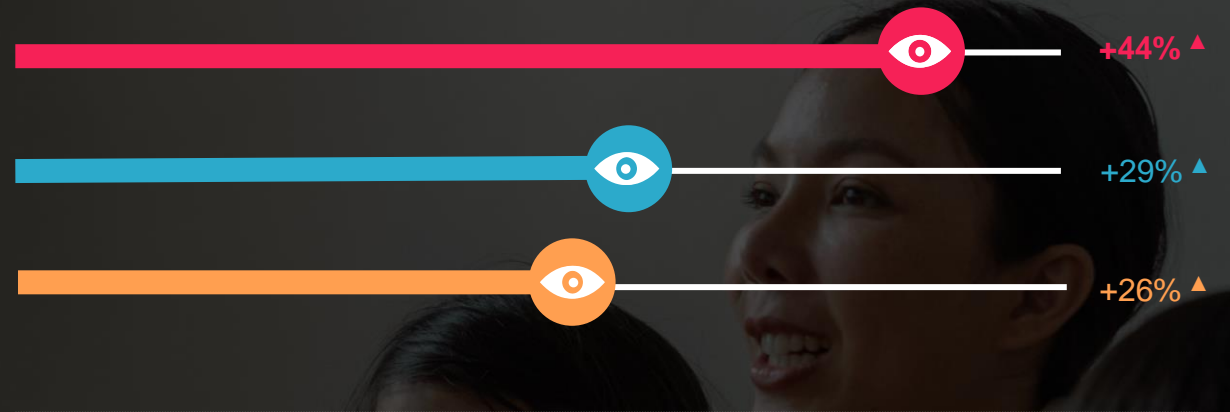
X-Platform Was Most Effective At Driving Purchase Intent When Starting With The Big Screen

ORDER OF EXPOSURE WITHIN FULL MEDIA MIX
Delta (Exposed – Control) | Frequency Exposure =3

PURCHASE INTENT

Linear TV First
+25%▲

CTV First
+14%▲

Mobile First
+4%

Q: The next time you're considering a new car insurance plan, how likely are you to consider the following companies?
Q: How likely are you to eat at (or order from) the following restaurants in the next 3 months?
▲= Statistical significance between exposed and control groups at >=90% confidence level

Recommendations

CTV + Linear TV = MORE AWARENESS

Use Connected TV and Linear TV to generate awareness, especially for new products and messaging, but diversify to take advantage of synergy and avoid ad wear out.

PLAN THE ORDER

When possible, plan the order of exposures in a way that casts the widest awareness net in the first exposure. In many cases, the big screen first, followed by exposures on mobile and other devices.

Spectrum REACH M/GN/ MEDIA TRIALS

THANK YOU

Spectrum REACH + MAGNA MEDIA TRIALS