

TV EVERYWHERE APP CASE STUDY

Network Increases App Downloads With New TV Strategy

CLIENT CHALLENGE:

A national TV network wanted to increase engagement with its digital content, and sought an efficient way to find viewers beyond those they were able to reach with on-network promotion.

GOAL:

Determine which other networks could provide cost-efficient reach while helping them to drive app downloads and site visits at a greater scale.

SIMULMEDIA SOLUTION:

Using our VAMOS software platform, we created a target audience that combined multiple demographic attributes and specific viewing behaviors. After matching the audience with our nationally representative viewing panel, we executed a campaign that ran on 56 other networks and worked with TVSquared to track the results. The network ran a simultaneous on-air campaign.

RESULTS:

With a budget of just \$150K, VAMOS's targeted campaign reached over 11M unique people, and accounted for more than 66% of the total app installs attributable to the campaign, as well as over 70% of the website visits. In addition, the Simulmedia plan reached 4.4M more people than the base plan, even though the base plan had 7.6M more impressions. Simulmedia was also able to identify which networks and dayparts were best for driving conversions. Based on those results, the client was able to optimize future campaigns and increase digital engagement.

**Better targeting.
Better results.**



66%

additional
app installs delivered



70%

more web visits driven



11 Million

unique people reached