

VIZIO Ads

## Drama TV Series

Tune-In Analysis



# VIZIO Ads

## Summary:

- ✓ Campaign was successful in driving **55% lift** vs. the overall control group when measuring tune-in to any of the first five episodes.
- ✓ Of the three tactics tested in week one, the Hero Takeover was most effective at driving conversion (**1.26% tune-in rate**).
- ✓ All tactics were successful at driving incremental tune-ins, with conversion lifts as high as **95%** vs. the control.
- ✓ The season premiere brought in the highest tune-in rates.



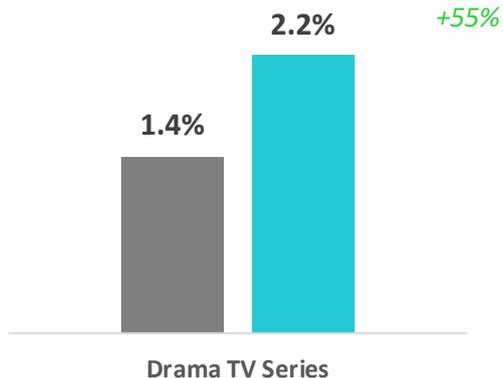
# Campaign Drove Strong Lift to Tune-In

The greatest lift was driven by the Hero Takeover for episode one.

## OVERALL TUNE-IN RESULTS

**Control vs. Exposed Tune-In Rates**  
*Past Viewers & Entertainment/Sports*

■ Control ■ Exposed



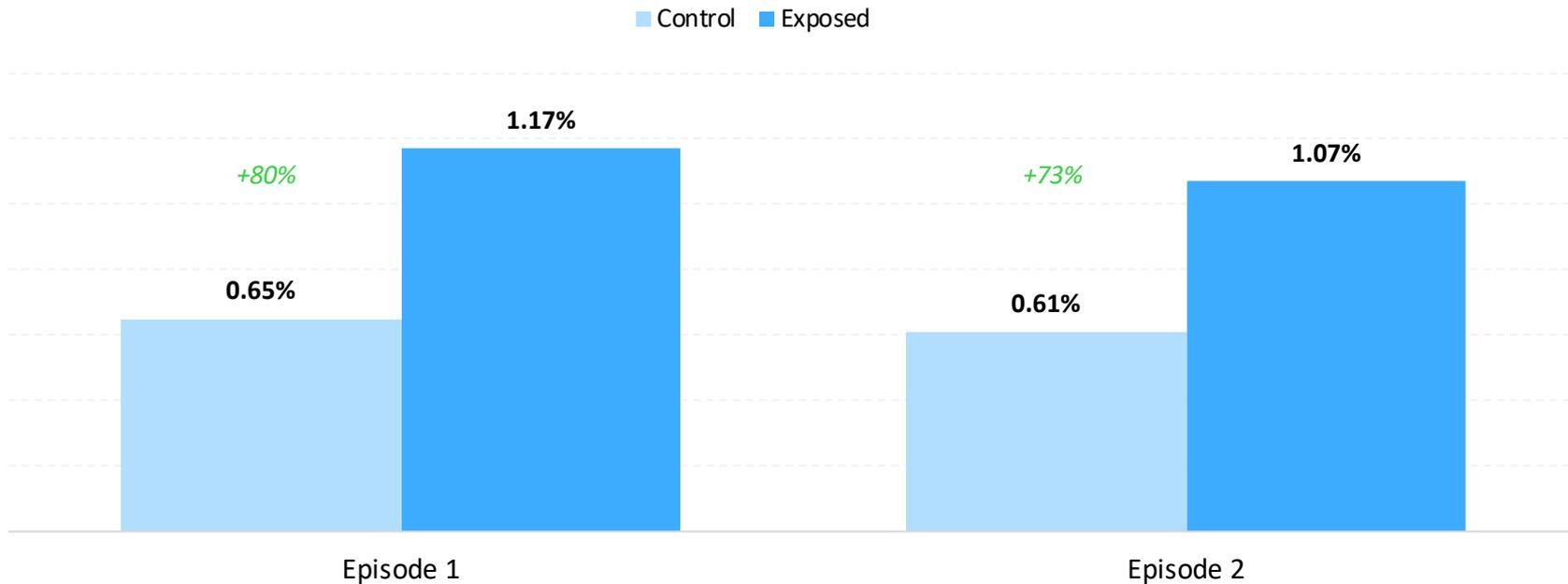
## EPISODE 1 SUMMARY BY TACTIC

Tactic	Outcome	Exposed Conversion Rate	Control Group Conversion Rate	Lift vs. Control Group
Homescreen: Hero - Takeover	Watched Drama TV Series Episode 1	1.3%	0.6%	95%
Homescreen: Discover - Rotational	Watched Drama TV Series Episode 1	1.2%	0.6%	80%
Homescreen: Hero - Rotational	Watched Drama TV Series Episode 1	0.9%	0.6%	46%



## Homescreen: Discover – Rotational Performance

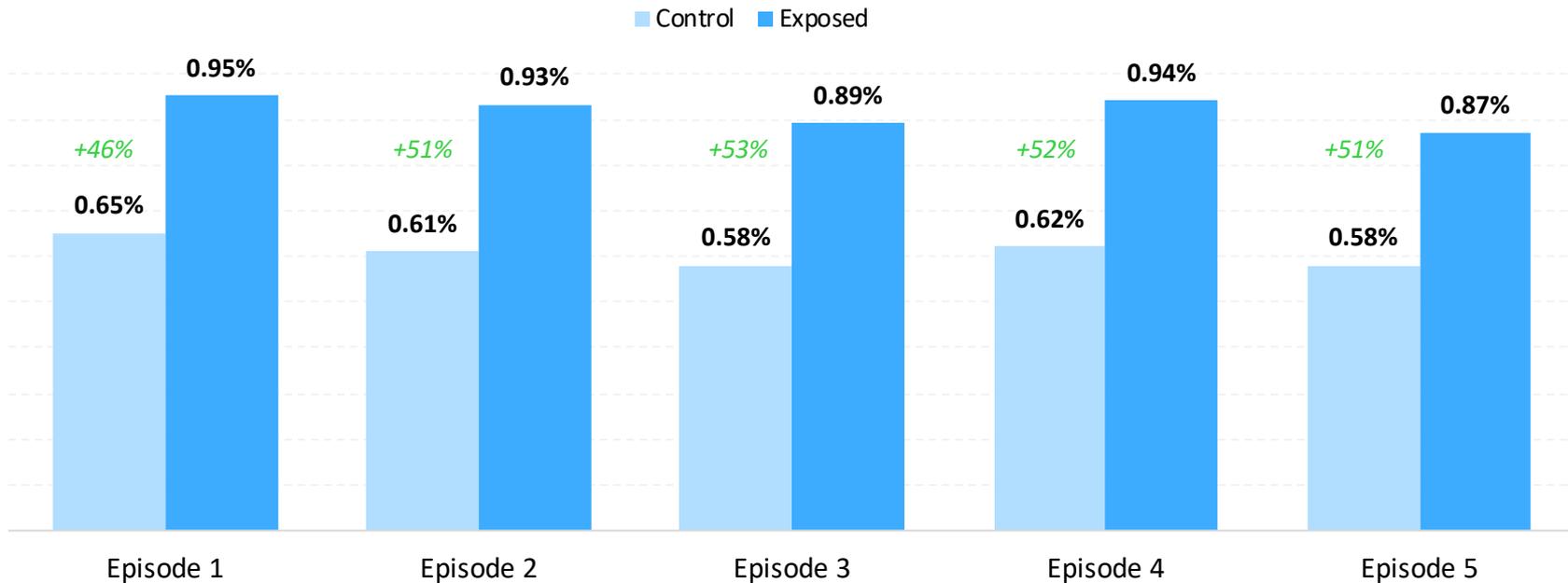
The Homescreen: Discover – Rotational unit only ran for the first two episodes but outperformed the Hero – Rotational unit.





## Homescreen: Hero – Rotational Performance

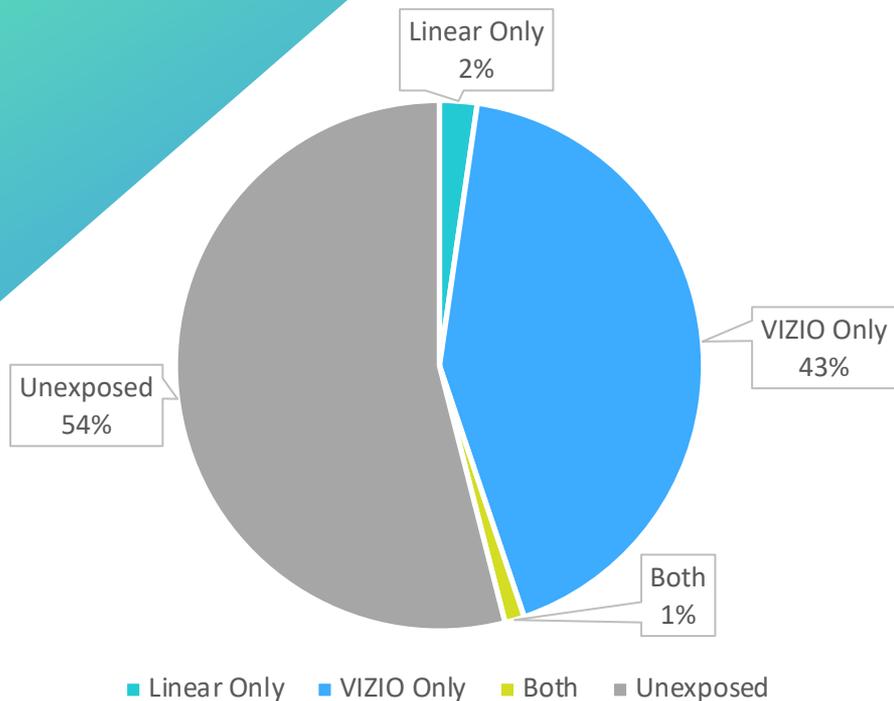
The Homescreen: Hero – Rotational unit consistently provided conversion lift of approximately 46% - 53% across all episodes.





Campaign Reached 46% of Active SmartCast Users

Reach of TVs Active on SmartCast



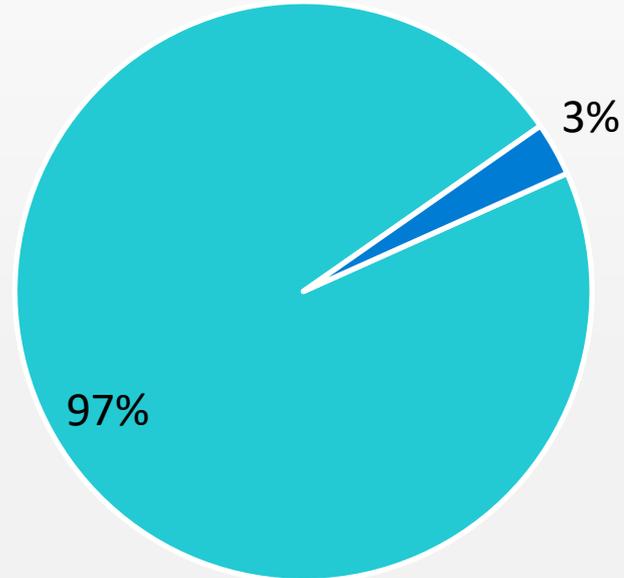
# VIZIO Provided a New, Unique Audience to the Campaign



**97%**  
**Of TVs Reached by  
VIZIOAds  
Weren't Reached on  
Linear**

**VIZIOAds Reach Mix | Unique vs Linear Crossover**  
*"Of the TVs reached by VIZIOAds, what percentage were new, unique viewers?"*

■ VIZIO Only   ■ VIZIO + Linear



# Thank You

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