

# BEYOND BRANDING

Why Multiscreen TV Is a Full-Funnel Performance Engine  
and Why Great Data Is the Key to Meaningful Results

# TV's Evolution Throughout the Marketing Funnel

**Multiscreen TV started being recognized as a performance engine.**

Advertisers could see multiscreen TV delivered effective results better than “cheap reach” tactics like social ads.

**Today, advertisers can harness multiscreen TV to drive and understand outcomes throughout the funnel.**

TV is being leveraged to drive all outcomes from awareness to consideration, to action – and now we have the ability to prove it.

**Over time, TV evolved and moved across screens.**

As a result, TV was working harder throughout the funnel, but not always getting the credit it deserved.

**Rich data became more plentiful and reliable.**

Advertisers could now better understand audience behavior and develop more targeted, digital-like ad campaigns.

**TV advertising has always been a must-buy for advertisers.**

Thanks to its mass reach and premium content, it solidified its place at the top of the advertising ecosystem.

**Then, digital and social ads exploded onto the scene.**

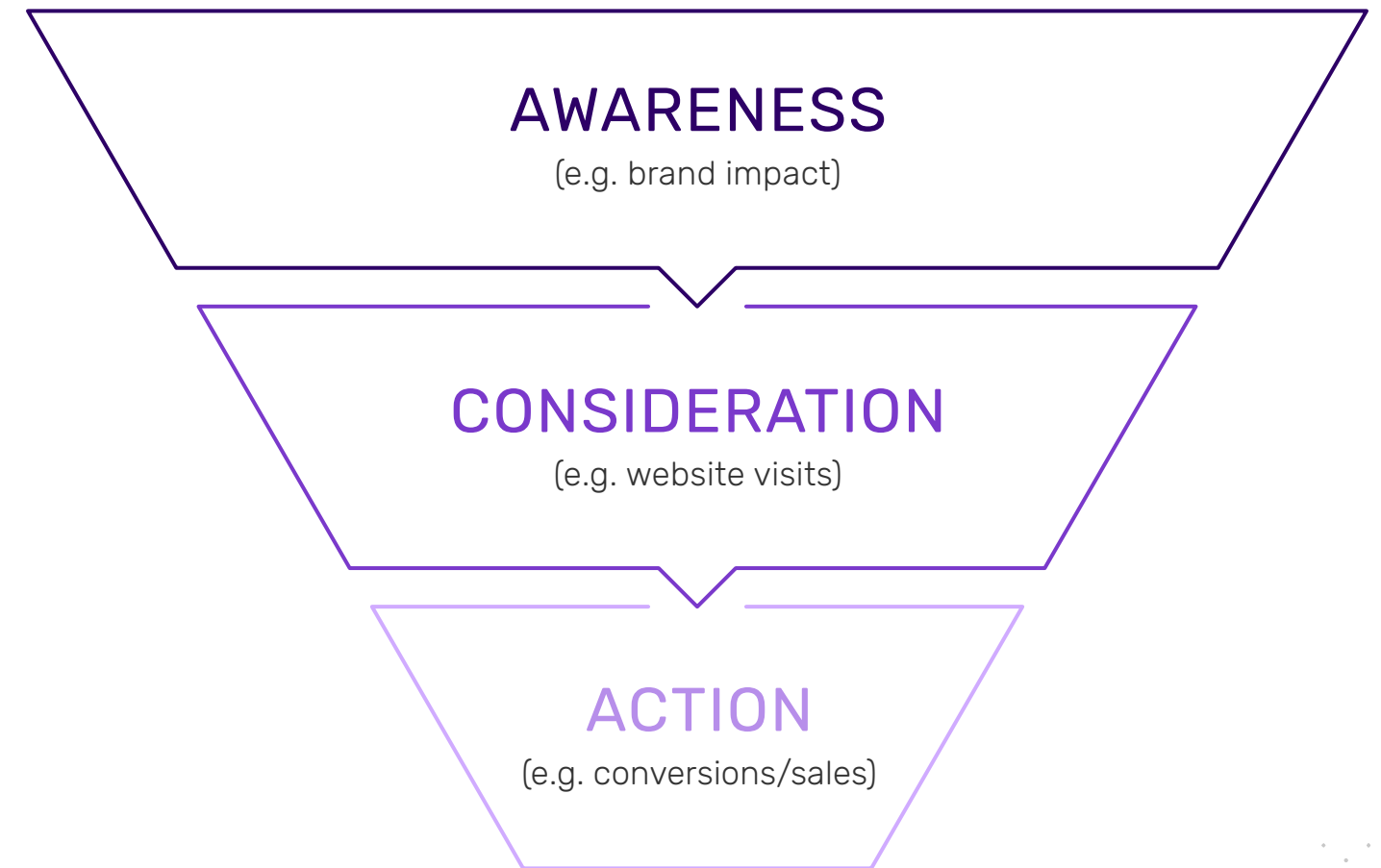
Advertisers leaned into them because they were considered easier to measure.

# Approaches to Performance

## Proving TV's Efficacy Throughout the Marketing Funnel

TV has always been a full-funnel performance engine and today that performance can be proven through better measurement. The goal of this paper is to highlight TV in all its forms as a performance driver, engaging audiences and delivering measurable results throughout the entire marketing funnel.

Through insights and case studies, we'll aim to demonstrate how multiscreen TV can be used to drive performance goals for advertisers, throughout each section of the funnel – from increasing awareness, to driving consideration, and culminating with a consumer action.





# Great Data Makes It All Possible


Data is the foundation of any ad campaign, and the quality of the data used to build and measure that campaign contributes to its success. There are several criteria that comprise high-quality data, as first outlined in the [2024 Comcast Advertising Report](#). It should be:

Deterministic	Based on authenticated information linked to an individual consumer or household such as physical address
Sizable	Consists of high match rates and has the ability to connect consumers across devices
Privacy-centric	Adheres to evolving privacy regulations and respects the preferences of households that opt out
Timely	Regularly refreshed and validated against other data sources
Transparent	Discloses data origination, recency, integrations, and modeling techniques

Today, multiscreen TV leverages high-quality data throughout the marketing funnel, making it as measurable and accountable as last-click attribution sources.





A man with a full beard and glasses is wearing large white headphones. He is sitting on a couch in a dimly lit room, looking down at a tablet computer he is holding. The room has a blue light source on the right and some plants in the background.

# Harnessing Multiscreen TV at Each Stage of the Marketing Funnel





STAGE 1

# Awareness

## The Role of Awareness in the Funnel

Awareness builds over time. Before someone can consider a brand, they first must know it exists. Multiscreen TV has always been able to drive awareness through mass reach. What has changed is the ability to **deterministically measure the impact**.

## How to Measure Awareness

Campaign reach and frequency are the most common ways to measure awareness. Traditionally, these have been measured using a proxy through third-party syndicated sources. Impression-based selling now makes it possible to **tie delivery directly to exposure**. Advertisers that want additional insights will utilize brand lift studies to determine if exposed households are more likely to recall a brand versus those not exposed to the ad.

## Why It Matters

Awareness is vital to the success of any campaign and is too often overlooked as advertisers focus only on outcomes. For these reasons, it is important to measure whether the advertising is **reaching the intended audience**.





# Case Study: Increasing Brand Awareness for a Financial Institution with Multiscreen TV

## Advertiser Goal

A financial institution was interested in increasing awareness and brand perception among a hyper-targeted audience within multiple key geographies.

## Advertiser Approach

Effectv, empowered by FreeWheel technology, activated premium addressable inventory for a financial institution to achieve reach among target audience households. A brand lift study was conducted to prove the value of multiscreen TV.

## Results

There was a positive impact on the brand following the multiscreen TV campaign, and 97% of exposed households recalled the brand. They were also significantly more likely to remember the ad and recommend the brand.

+73%

higher ad memorability

+73%

higher likelihood of recommending

+15%

higher brand familiarity







STAGE 2

# Consideration

## The Role of Consideration in the Funnel

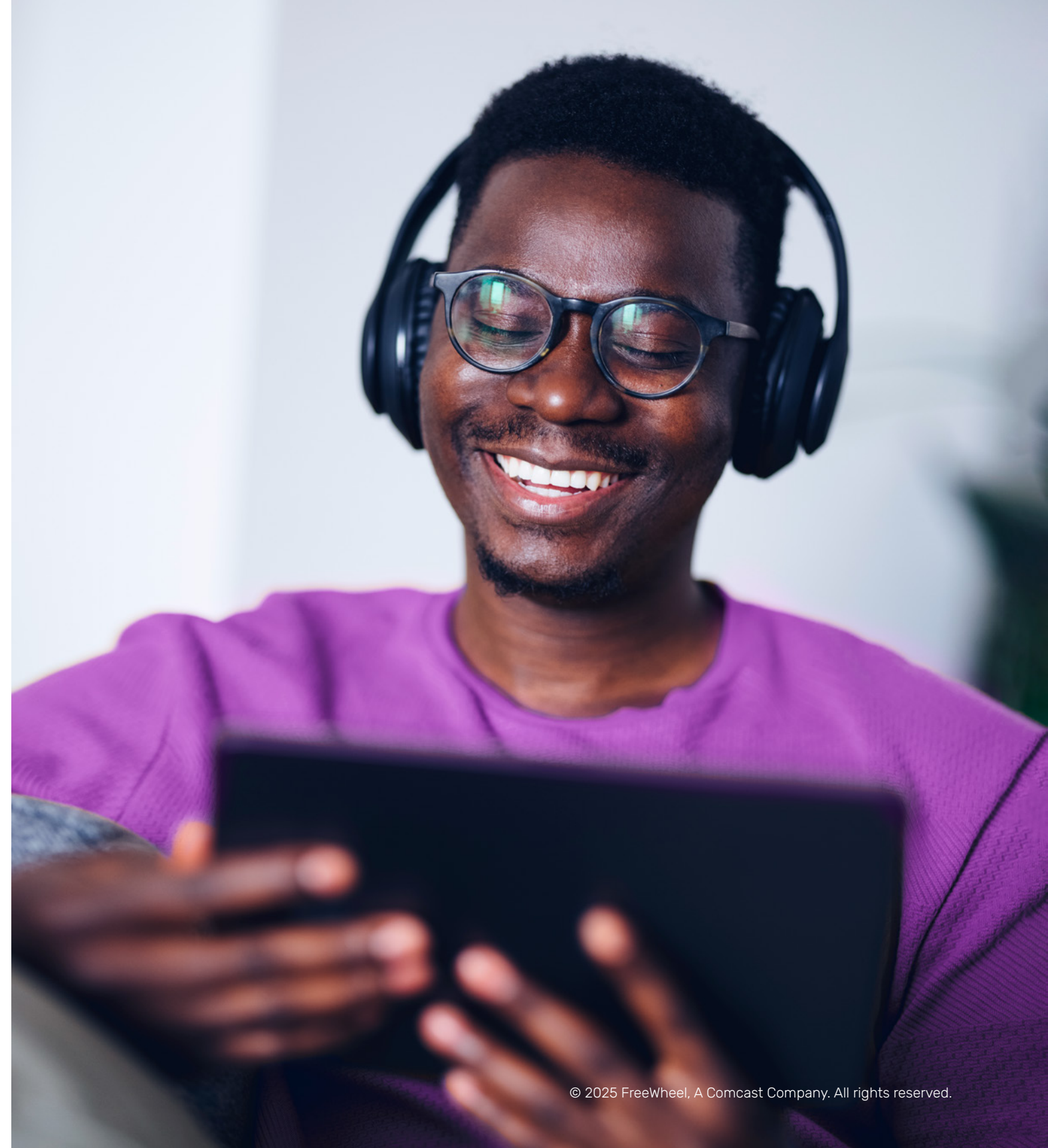
After a consumer becomes aware of a brand, they may take the next step to find out more information. This is very important because people generally only consider a few brands before purchasing. Multiscreen TV's premium video paired with engaging storytelling helps **drive higher ad liking**.

## How to Measure Consideration

Consideration metrics vary based on brand goals, but often consist of website visits, store visits, phone calls, or social media engagement. Measuring consideration can be as simple as observing website visit increases following advertising. While this can be insightful, a more advanced approach is to **tie previous exposure to website visits**. As with awareness, the prevalence of ad exposure data now makes it possible for multiscreen TV to **better measure consideration**.

## Why It Matters

Consideration is the first point where a consumer will demonstrate interest in a brand. Therefore, it is important to be available to them in all the channels they might want to use to learn more about a brand. **Measuring these engagements** will provide a feedback loop for nurturing the prospect through the process.





# Case Study: Harnessing the Power of Streaming TV to Drive Consideration Among Consumers

## Advertiser Goal

A leading online mental health provider needed an alternative to the oversaturated social media landscape. At the same time, they were looking for a way to acquire new customers and ensure every marketing dollar was trackable in a privacy-centric manner. Their goal was to drive new registrations, expand brand reach, and implement a fully measurable solution across the entire funnel – something social media could no longer provide.

## Advertiser Approach

The company incorporated streaming TV into their strategy to reach targeted audiences, while still obtaining valuable insights. Due to the nature of streaming, they were able to do incrementality testing and use exposure logs and view-through data to optimize to the best performance. They partnered with FreeWheel to activate on premium inventory, while tvScientific optimized, tracked, and ensured every dollar drove results. Additionally, they deployed a risk-free CPA acquisition model, allowing them to scale spend confidently as results improved.

## Results

Streaming TV started as an experimental channel for the company, with them initially ranking it #8-10 in priority. Within a year, it became their #2 most important channel by taking a measured, performance-first approach, seeing 672% YOY increase in streaming TV spend. With their new channel, they saw higher engagement and sustained attention with a 58% view-through rate. Partnering with tvScientific and FreeWheel enabled this client to see a significant lift in site traffic and conversions, further proving streaming’s impact across the funnel.

58%

view-through rate

+15%

lift in website traffic in one two-week period

+672%

YOY increase in streaming TV spend



Breaking through the noise of digital advertising is tough, especially in regulated industries. By shifting spend to Performance TV, this advertiser saw a major lift in brand reach, website visits, and registrations. And it was trackable at all stages of the funnel. It is no surprise that what started as an experiment, quickly became one of their top channels.

EMILY ROBINSON, VP OF MARKETING, TVSCIENTIFIC





## STAGE 3 Action

### The Role of Action in the Funnel

The goal of advertising is to motivate a consumer to take an action, such as **making a purchase**. Much of the work for driving sales is accomplished earlier in the funnel, but TV also plays an important role by keeping a brand top of mind when a customer is ready to buy.

### How to Measure Action

Measuring action is about **tracking outcomes and attributing credit** – this means having robust data about those outcomes. Multiscreen TV can now demonstrate sales lift following ad exposure. The challenge is that advertising closer to the point of purchase, like paid search and social ads, benefits from less rigorous measurement such as last-click attribution. It is important to understand that the purchase process is a complex one with many contributions along the way.

### Why It Matters

The ability to **tie advertising to outcomes** is crucial to understanding how advertising performs throughout the entire funnel. This can inform the KPIs necessary along the way that are worth measuring.





# Case Study: Driving Lower-Funnel Results with Streaming TV

## Advertiser Goal

Onewheel, the producer of self-balancing, single-wheel electric boards, was looking to discover and reach new audiences with a propensity for liking their brand and product in order to drive results.

## Advertiser Approach

Onewheel traditionally used digital channels to engage consumers but in an effort to discover new potential buyers, they looked to MNTN to leverage diverse data sources and advanced predictive models to find their audiences on streaming TV. MNTN partnered with FreeWheel to leverage their unique buying technology to buy premium inventory in flexible ways to reach the consumers most likely to fall in love with Onewheel's innovative products. Additionally, FreeWheel was able to maintain the right frequency and competitive separation to prevent audience oversaturation, supporting successful outcomes.

## Results

FreeWheel and MNTN helped Onewheel find their ideal audiences who were likely to make a purchase, leading to significant revenue growth and record-breaking returns on ad spend (ROAS), including 15X higher ROAS, a 14X higher website visit rate, and a 2.8X higher conversion rate, which ultimately led to a -95% lower CPA for the brand.

+15X

higher ROAS

+14X

higher visit rate

+2.8X

higher conversion rate

“

The results speak for themselves. We've found a way to bring in new customers and maintain excellent performance as we scaled our investment, especially during Black Friday, Cyber Monday, and peak seasonality. Even from an engagement standpoint, we see that users stay on our site 2.5X longer than those who visit via other prospecting channels.

ERIC DEL VALLE, VP OF ECOMMERCE, ONEWHEEL





PUTTING IT ALL TOGETHER

# How to Leverage Multiscreen TV Throughout the Entire Marketing Funnel



# Multiscreen TV as a Full-Funnel Performance Engine

TV has always excelled at reaching audiences and driving awareness, but as it extends across screens and platforms, it's finally getting recognition as the full-funnel performance driver it has always been. Much of this is due to the rich data that is now available to be utilized in TV advertising to better structure ad campaigns and measure performance.

Multiscreen TV should no longer just be considered a vehicle for brand awareness, and with the advances in technology and data, it can be used more tactfully throughout every phase in the marketing funnel – including the lower funnel to drive conversion and sales – with precision and efficiency.

As these capabilities have become more measurable, so has the possibility to obtain reliable measurement and attribution, with transparent proof of performance, leading advertisers to fully embrace the power of multiscreen TV.





# Advertiser Perspective

## How Multiscreen TV Helped Mazda Move Car Buyers Throughout the Funnel and Increase Sales

### Advertiser Goal

Mazda, a leading car manufacturer, wanted a more effective way to drive high-value, on-site actions with the rich storytelling and premium placements of TV for their CX-50 line.

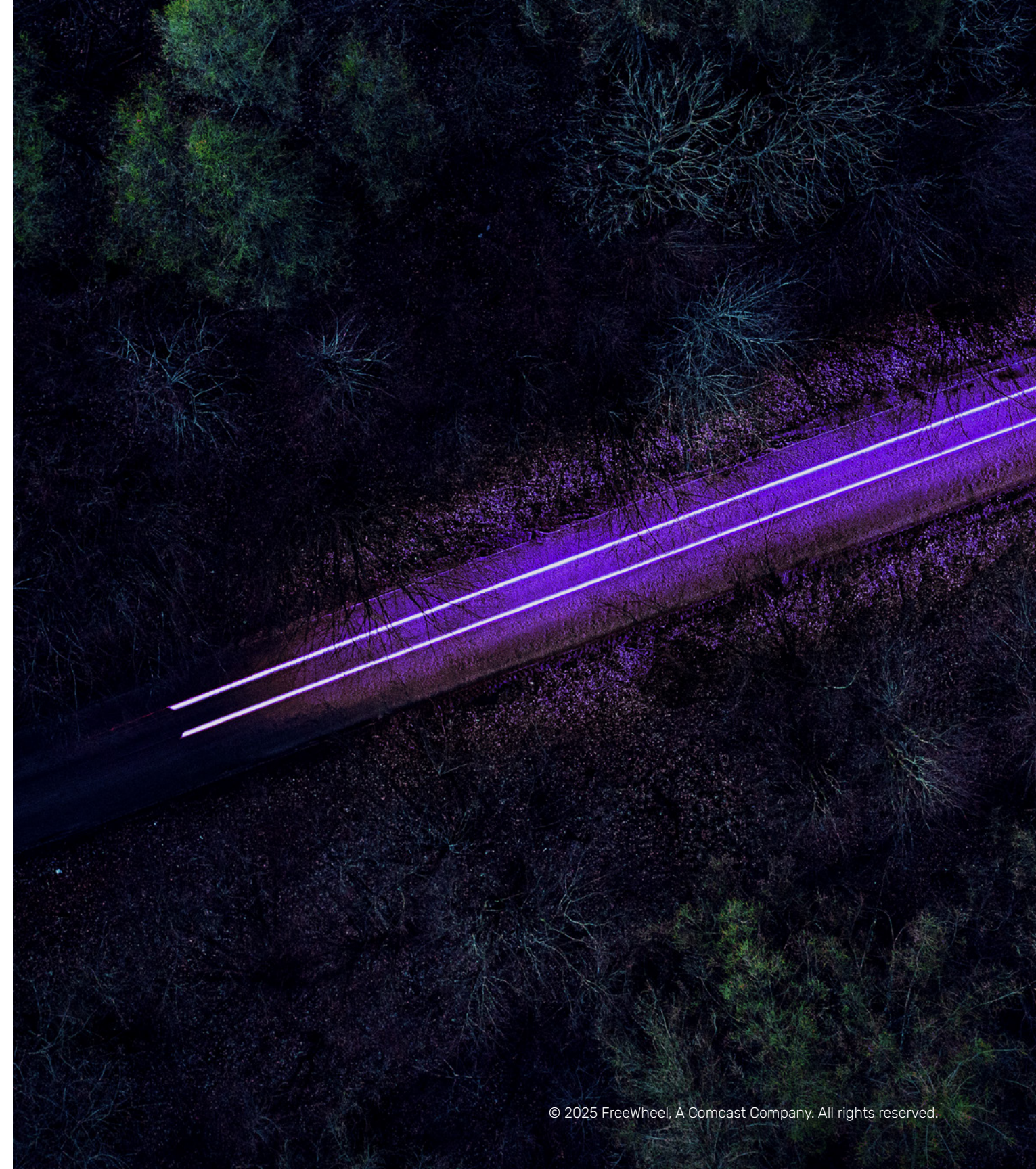
### Advertiser Approach

Mazda looked to Optimal, their Search Agency of Record and CX-50 Digital Agency of Record, to determine a new strategy when it comes to their streaming TV buys to engage potential consumers at the right moment in their car buying journey.

In order to do so, Optimal partnered with FreeWheel to shift from CPM to CPA bidding, leveraging ML (machine learning) to target users likely to complete valuable on-site actions. Pairing conversion data and impactful inventory placements, FreeWheel enabled Mazda to maintain precise frequency and competitive separation to enhance audience engagement without oversaturation.

### Results

Through this partnership, FreeWheel and Optimal enabled Mazda to buy premium inventory in the way that met their campaign needs and moved car buyers through the marketing funnel – improving ROI by focusing on users most likely to convert.







Optimal’s deep performance expertise, combined with FreeWheel’s innovative technology, has empowered us to execute campaigns that consistently exceed expectations. With Optimal’s strategic guidance and FreeWheel’s CPA bidding capabilities, we’ve seen remarkable improvements in conversion rates and overall campaign ROI, driving measurable success for Mazda.

PAULA THOMPSON,  
VP OF CLIENT STRATEGY, OPTIMAL

## AWARENESS

Mazda has long relied on traditional and streaming TV to reach mass audiences and drive awareness for their brand and products.

## CONSIDERATION

Mazda and Optimal leveraged FreeWheel and used their CPA bidding strategy on streaming TV inventory to **drive 40% more conversions** with a 32% decrease in cost-per-acquisition for a national automotive manufacturer.

## ACTION

To effectively drive business results, Mazda and their agency Optimal partnered with FreeWheel to further layer on new targeting tactics to focus on those consumers most likely to convert. As a result, Mazda saw a **46% increase in dealer handoff conversion rate**. They also had a 29% lower cost per dealer handoff even with more spend and a higher CPM.



# Publisher Perspective



## The Value of Multiscreen TV

We believe in the power of TV to be increasingly more performance driven. Through our work with ad tech partners (like FreeWheel), we are able to scale solutions to significantly more clients with flexibility to deliver results across a wide range of campaign sizes. This changes the game for the entire advertising ecosystem. We have seen a significant volume of new clients shifting spend back towards the large screen via connected TV due to this increased flexibility and because there is no better format of premium produced content. With the increased volume of clients, creative executions in rotation and frequency management, we can ensure not only that our clients are happy, but our viewers are too.

TYLER DENICOLA, VP OF PROGRAMMATIC REVENUE & PARTNERSHIPS, A+E NETWORKS







## COUNCIL FOR PREMIUM VIDEO

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This report was created in partnership with the [FreeWheel Council for Premium Video](#), a group of global premium video providers, including industry-leading programmers, operators, and digital pure-plays, that serve the collective interests of the industry and advocate for the value of premium, multiscreen TV.

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