



## Case Study

# The Challenge

With connected TV (CTV) reaching close to 142 million U.S. adults weekly in 2021, it's no surprise that CTV ad spending is on the rise (1). CTV ad spending in the U.S. increased by \$2.6 billion year-over-year from 2019 to 2020. In 2020, U.S. advertisers spent more than \$9 billion on CTV (2).

Understanding the opportunity, **FOX's challenge was to address the growing advertiser demand for cross platform audience targeting—especially CTV—at scale.**

Source: (1) Nielsen Total Audience Report, 2021 (2) eMarketer, Connected TV Ad Spending, U.S., 2021-2025

# The Strategy

FOX evaluated data integrations on the ability to meet advertiser demand based on key priorities:

- **Integrations and Delivery Speed:** Ability to integrate with ad servers like FreeWheel to expedite audience activations and meet the demand of advertiser's RFP timelines
- **High Quality Data:** Access to premium audience data that is transparent and compliant with regulations in an intuitive user interface
- **Scale:** Delivery optimized for maximum impression volumes to meet strategic targeting goals

# Key Stats

# 40.6% ▲

U.S. CTV ad spending increased 40.6% to \$9.03 billion from 2019 to 2020

# \$13.4 billion

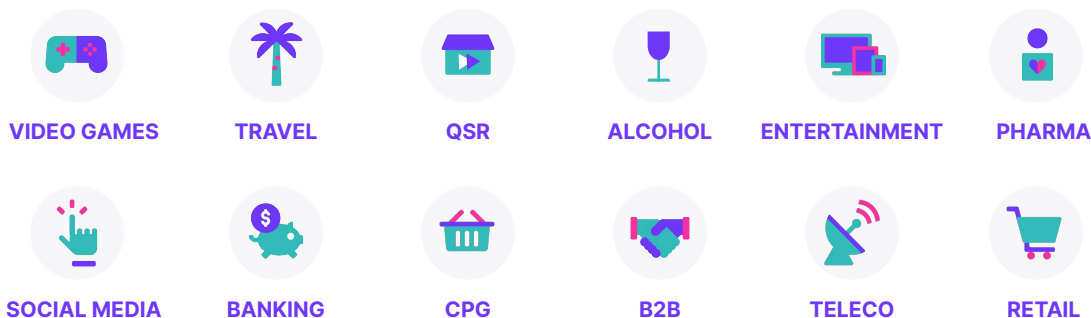
Anticipated 2021 CTV ad spend will grow to \$13.4 billion

Source: eMarketer, Connected TV Ad Spending, U.S., 2021-2025

# The Breakthrough

Nielsen Marketing Cloud delivered quick cross-platform audience targeting at scale.

- With premium behavioral and consumption-based audience data that can be activated on CTV, Nielsen Marketing Cloud's targeting capabilities enabled FOX to break through an expansive range of sales verticals, spanning across 12 new categories. The 12 new sales categories include:



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- FOX Next was able to expand programmatic guarantees with Nielsen's custom segments which enabled reach of unique audience profiles with speed and accuracy
- With Nielsen Marketing Cloud, FOX Next was able to unlock previously untapped advertising capabilities by:
  - Developing complex audience profiles to fit the need of brands with the support of Nielsen's team of data strategists
  - Gaining expertise and best practices around ad-supported video on-demand (AVOD) and live streaming in a cookieless environment
  - Creating a methodology for producing future success across FOX's brand portfolio

## The Impact

The FOX + Nielsen relationship doubled audience targeted impressions at scale. Access to Nielsen Marketing Cloud's premium data helped FOX Next reach the key audiences across platforms and channels, with a focus on CTV, for advertisers. This coupled with Nielsen Marketing Cloud's quick activation capabilities resulted in new advertiser adoption rate of 90% using advanced audience targeting and more than half of advertisers returning to run additional campaigns on FOX Next.

Source: FreeWheel Campaign Reporting

## Key Stats

**90%** NEW ADVERTISER ADOPTION OF  
NIelsen MARKETING CLOUD'S  
ADVANCED TARGETED CAMPAIGNS

More than half of advertisers returned to activate additional Nielsen Marketing Cloud audience targeted campaigns

**2X** INCREASED SCALE AUDIENCE  
TARGETED IMPRESSIONS  
YEAR-OVER-YEAR

- Activation Speed of 48-72 Hrs  
- 3.5x Improvement