

ADVANCED DATA SETS ARE TRANSFORMING HOW TO DO SMART TV ADVERTISING

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Credit: Getty Images

- TV ad campaigns rely on solid data, but that's been hard to come by in the past.
- Through Xandr, WarnerMedia is able to offer advertisers more sophisticated analytics that can inform more targeted marketing efforts.

Data has always been a key part of great advertising campaigns because of its ability to offer invaluable insights, expose growth opportunities, and – when used judiciously – entice customers.

When those campaigns run on TV, however, things get more complicated.

This is still a nascent development, and many marketers have yet to fully deploy these new audience-based TV practices within their media plans. But, companies like WarnerMedia are helping the industry accelerate adoption.

"We have run hundreds of audience-based campaigns and each one that has been measured has seen that client realize a higher return on investment over traditional buys. That's across all major categories," says Donna Speciale,

president of ad sales for WarnerMedia, which was formed after the acquisition of Time Warner by new partner company AT&T. "The results speak for themselves."

An example cited is for a CPG brand, which got back on average over two-times more for every ad dollar spent than with a traditional demo buys. "That's real, measurable value that every marketer should be ready to realize for their own business," Speciale adds.

Powerful data at your fingertips

Media analysts have been known to say the digital marketing industry is "drowning in data but thirsting for insights." This isn't quite the case for TV. While marketers have endless amounts of data to use for digital advertising – which is, inherently, fully addressable – TV is still at the beginning stages of harnessing the power of insights and analytics to deliver more relevant advertising. Further, the industry still has a lot of work to do to make national addressable television, still limited in scale, a meaningful part of media buying.

But now under the AT&T umbrella, WarnerMedia's

collaboration with Xandr – the leader in advanced TV with more than 3,000 campaigns run across the nation's largest addressable TV footprint – is pushing the industry faster than ever toward a future of much more precise, relevant advertising.

Powered by Xandr's audience insights, WarnerMedia is providing marketers enhanced TV advertising opportunities using 170 million direct consumer relationships to produce ad experiences that have a positive influence on brand awareness, purchase intent, loyalty, website traffic, and sales.

Couple that with WarnerMedia's award-winning creative chops and the business unit's portfolio of premium news, entertainment, sports, and kids content, and you can start to see AT&T's vision as a "modern media company" take shape: The combination of premium content, distribution, unrivaled insights and cutting-edge technology all working together to deliver much more relevant and immersive experiences.

"Last year, we asked our clients to commit at least 5% of their linear budgets to audience-based solutions. Many made that commitment, most committed much more, and all realized incredible return on investment," Speciale says. "This year, with the WarnerMedia portfolio now optimized by AT&T data and Xandr insights, we can now drive even stronger, more precise impact like never before and for any marketer. The time truly is now."

Smarter data means more relevant ads

The biggest benefit of all this is that marketers can use advanced data to produce more relevant ads. For example, an athletic shoe brand might run an audience-based television campaign that reaches soccer enthusiasts.

But that's not where the promotional effort has to end. The sneaker brand can then take the insights it gleaned to optimize the relevance of future campaigns, apply predictive analytics to maximize its ad spend, and deliver on the key performance indicators (KPIs) valued by company stakeholders.

Without advanced advertising capabilities, marketers can't capitalize on data's immense potential, navigate the complex direct-to-consumer (DTC) landscape, or tap into the premium content their customers crave. Of course, when you're leveraging advanced data, there are additional factors to take into consideration.

There's still work to be done over the next few years as the industry strives to improve TV ad relevance and create the national addressable audiences for TV that marketers have been waiting for. With the help of data and compelling content, though, the industry is well on its way to applying analytics in a way that benefits both consumers and brands.

What does this all mean to the end consumer? Ultimately and ideally, a better ad experience for individuals across all platforms. An experience that is welcomed, not tolerated. That is the North Star for WarnerMedia.

ABOUT WARNERMEDIA

WarnerMedia is a leading media and entertainment company that creates and distributes premium and popular content from a diverse array of talented storytellers and journalists to global audiences.