



# 2024 tvScientific Performance Report



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Connected TV (CTV) has emerged as one of the most effective advertising channels, according to a [survey](#) of over 600 marketers, and it's really no surprise why. The combination of sight, sound, and motion in a non-skippable, brand-safe format provides advertisers with unparalleled engagement. TV has long been hailed as one of the most effective forms of advertising, though historically reserved for the top 500 brands and notoriously difficult to measure. Enter Performance TV, where outcomes are the star of the show.

Performance TV gives advertisers the ability to deliver targeted ads across premium inventory while also measuring and attributing impact in terms of outcomes: ROAS, sales, calls, walk-in traffic, conversions, website traffic, and more. Advertisers set goals around the outcomes that are most important to them and tvScientific identifies the best strategies to meet or exceed them. For an airline, this could be cost-per-booking. For an e-commerce site, it might be cost-per-sale. A mobile app may look at cost-per-install or a large household name brand may look at impact in terms of regional sales distribution. Whatever the goal, tvScientific can deliver – and we can show you how.

“In line with our analytics-driven marketing approach, we recognized the potential of Performance TV platforms, traditionally viewed as reach media, to function as performance channels. By testing various partners, we aimed to identify the platform that would most significantly impact our clients' bottom line. The results were striking: tvScientific, an outcome-based performance platform, delivered a remarkable **6.2x higher ROAS** for a major Las Vegas resort compared to our previous preferred ad tech partner. While initially tested within the travel industry, we're extending our testing into other lead-dependent sectors, ensuring that TV brand media remains accountable for driving tangible results.”

*- Major Las Vegas Resort*

When it comes to advertising, the ability to effectively target and measure actual campaign outcomes is critically important to building a sustainable and predictable model. In a time when budgets are more scrutinized than ever, understanding the true value of your campaigns can ensure your dollars are being spent effectively and delivering the most meaningful returns.

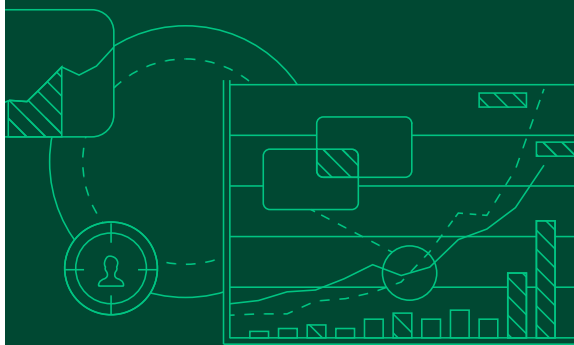


Sir Martin Sorrell,  
Co-founder S4S Ventures

“Advertising via Connected TV is a sleeping giant. With half of US TV watching taking place over streaming services and providers such as Amazon, Netflix, and Disney all introducing new membership tiers with variable rates of advertising, partners who can drive lower funnel activation, performance, measurement, and ROI are positioned for huge success.”

Of course, outcomes and advertiser goals can vary dramatically by industry and even more so depending on the product or service that is being sold. Below we break down six industries and provide a snapshot of the results tvScientific has driven for advertisers on our platform.

Advertisers who are taking advantage of Performance TV understand that while the initial CPM may seem high compared to other digital channels, it is actually all about driving efficient outcomes. tvScientific utilizes patented technology to optimize for real business outcomes like purchases, subscriptions, app installs, ROAS, and more enabling us to overperform against the goals Marketers care about the most. TV is a high-impact channel that delivers results across both top-of-funnel brand initiatives and bottom-of-funnel outcomes.



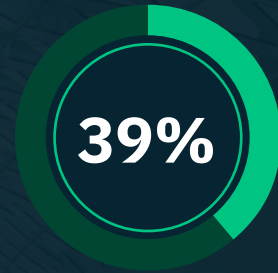
On average, tvScientific delivers **29% better** than expectations against advertiser-declared goals.

Let's explore the significance of measuring outcomes with Performance TV, how CTV is becoming a performance powerhouse, and the nuances to keep in mind as you develop your media plan.



## Retail at a glance

tvScientific delivered **39%**  
better than expectations against  
advertiser-declared goals.



# Retail

## CTV advertising performance for the retail industry

As a \$5 trillion industry that employs more than 42 million Americans ([source](#)), it's no surprise that the retail industry is one of the more competitive sectors when it comes to digital advertising. From small, independent stores to large multinational corporations, the retail sector is crowded with businesses vying for the same customer base. The rise of e-commerce has revolutionized the way consumers shop, providing them with unparalleled convenience and access to a global marketplace. To compete, many retailers have had to invest heavily in their digital capabilities, developing robust e-commerce platforms, and integrating omnichannel strategies that blend online and offline shopping experiences.

Retailers need to establish clear metrics to assess the performance of their campaigns and work with providers that give clear visibility into the impact their ads have on their KPIs. Understanding appropriate attribution models and windows that connect CTV ad exposures to online and offline sales is vital. For example, a company with a high-ticket product and lower volume sales may need to consider a longer attribution window and may take longer to ramp and optimize compared to a lower ticket product that is more transactional.

tvScientific enables retailers to track multiple events. This could be a website visit, product added to cart, completed purchase, loyalty program sign up, email opt-in, etc. tvScientific can also ingest information like order value and sku-level detail. This data aggregation coupled with our direct relationship with premium inventory providers enables retailers to have full visibility into which networks are driving which results. This provides retailers with a better understanding of their customer base and full visibility into which networks and ad groups are delivering the highest order value.

Transparency is critical for unlocking opportunities for optimization. For example, tvScientific can look at the path to purchase to identify areas where consumers may be stalling in the funnel, analyze new vs. existing customers, and determine which networks are driving the highest lifetime value for your business. With the right partner, you’re able to access a wealth of information that can be a tremendous driver of successful CTV campaigns.

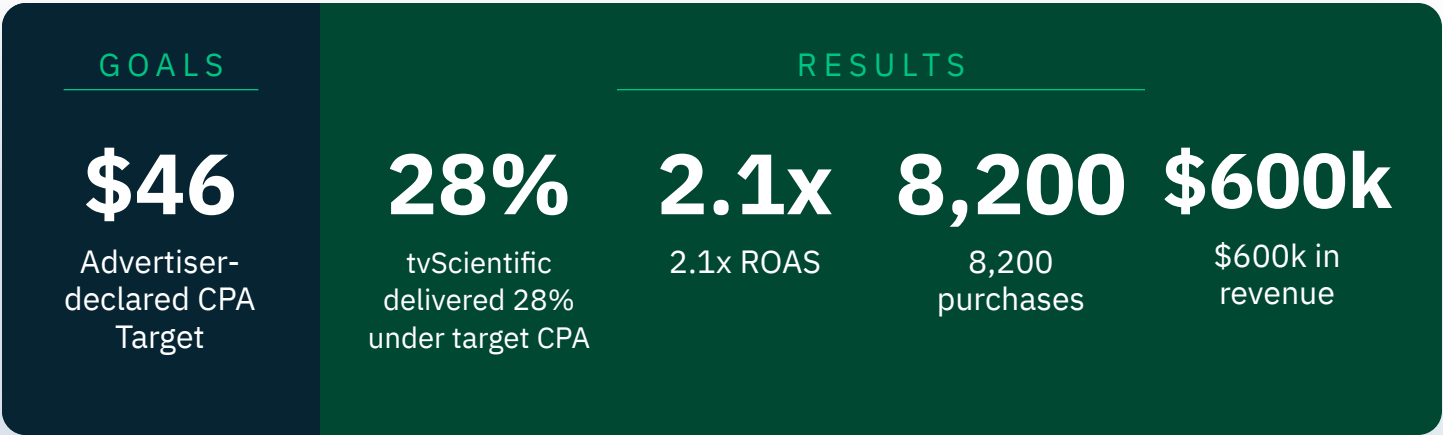
### Increasing online purchases and driving incremental lift

A retail client in the health and wellness space was interested in utilizing CTV advertising to increase online purchases of their product while maintaining a net-positive ROAS.

They partnered with tvScientific and quickly saw incremental lift in website visits and purchases.

tvScientific was able to exceed expectations by focusing on key optimizations. First, optimizing against the “optimal frequency to conversion.” In other words, understanding what frequency a potential customer needs to see an ad before converting. Next, tvScientific tested a wide variety of networks and audiences. By continually testing and learning, tvScientific was able to hit a 2+ ROAS in the course of a few weeks.

By finding a net-new audience, tvScientific was able to deliver:







## Food & Beverage at a glance

tvScientific delivered **59%**  
better than expectations against  
advertiser-declared goals.



59%

# Food & Beverage

## CTV advertising performance for the food & beverage industry

The food and beverage industry is highly competitive and has gone through major shifts in the wake of the COVID-19 pandemic. Online grocery shopping and food delivery services have surged in popularity, creating a dynamic shift in the landscape of food retail. In the U.S. alone, the grocery delivery market is projected to reach a market volume of \$455B by 2029 ([source](#)).

Many companies are now leveraging digital platforms to sell directly to consumers, offering subscription services, personalized meal kits, and convenient home delivery options to meet this growing consumer demand.

From an advertising perspective, these dramatic market shifts have created demand for robust digital marketing strategies, including social media campaigns, influencer partnerships, CTV ads, and more. Brands in this sector are hyper-focused on building awareness, connecting with their target audience, and driving sales in an increasingly digital marketplace.

It's critical for advertisers in this industry to stay ahead of consumer trends and partner with

providers who can offer advanced targeting and personalization to meet modern consumers where they are – especially as their preferences continue to evolve.

## Driving new subscribers in the food delivery space

A retail advertiser in the food delivery space was looking to acquire net-new subscribers while minimizing cancellations and repeat buyers.

They partnered with tvScientific initially to increase orders in the New York City market. They soon expanded their campaigns nationally due to the net-positive ROAS and cost per purchase.

By ingesting client data to view and optimize against new vs. repeat customers, tvScientific was able to ensure all line items were achieving the goal of a net-positive ROAS and net-new customer acquisition. The campaign also focused on custom audiences around their ideal customer profile including Home & Garden, Pet Owners, and Women ad groups.

Following the National expansion, tvScientific was able to achieve the following within just a few short months:

### GOALS

**\$80**

Advertiser-declared CPA Target



tvScientific was able to deliver results on par with target CPA

### RESULTS

**~200k**

~200k website visits

**3,100**

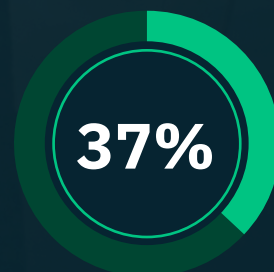
3,100 purchases





## Health & Wellness at a glance

tvScientific delivered **37%**  
better than expectations against  
advertiser-declared goals.



# Health & Wellness

## CTV advertising performance for the health & wellness industry

The health and wellness industry has seen remarkable growth and transformation over the last several years, accounting for nearly \$480 billion in the U.S. alone and projected to grow 5-10% in 2024 ([source](#)). Consumers today are more informed and proactive about their health, seeking out information and solutions that promote overall well-being. 82 percent of U.S. consumers consider wellness a top priority in their lives ([source](#)).

Advertisers can benefit from highly targeted ads that resonate with specific demographics, such as age, gender, lifestyle, and health interests. For example, a fitness app might target young adults interested in high-intensity workouts, while a dietary supplement company might focus on older adults seeking to improve joint health. By utilizing technology partners that offer advanced targeting and personalization, ensures you're delivering relevant content that addresses the individual health needs and preferences of consumers.

One of the primary concerns for digital advertising in the health and wellness industry is compliance with privacy laws and regulations, such as the General Data Protection Regulation (GDPR) in Europe and the Health Insurance Portability and Accountability Act (HIPAA) in the United States. Updates to user privacy and new regulations have imposed strict requirements



on how companies collect, store, and use personal health information. This has created restraints in certain digital channels that are more dependent on personally identifiable information (PII). Brands must ensure that their data handling practices are compliant with these regulations to avoid legal penalties and protect consumer trust.

CTV provides a unique opportunity to reach your target audience in a privacy-centric way. There is no need for PII as all information is completely anonymized and collected based on IP address and assigned household ID (HHID). HHID associates a conversion with a particular device, assigned to a household so that performance marketers can measure the impact of CTV accurately. This enables tvScientific to work within the parameters of consumer privacy when it comes to health and wellness organizations. Our unique measurement models also help companies validate how CTV impacts growth and gives them the ability to optimize without the need for PII.

Additionally, the ability to track new customer acquisition vs. returning customers or looking at one-time purchases vs. long-term subscribers gives customers the flexibility to build campaigns that are most meaningful to their business and easily track which networks are driving the most value.

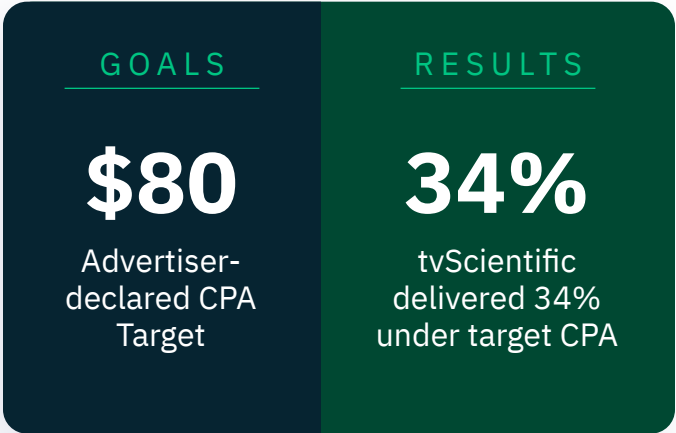
## Protecting patient privacy while maintaining performance

A company in the Telehealth space was looking for an advertising platform that would be highly performant while also protecting patient privacy. Patient privacy was a top concern since the company provides online mental health care to individuals 13 years and older, and their team of experts assist with depression, anxiety and many other mental health concerns.

They partnered with tvScientific because they were able to leverage a platform that was rich in data, offered total transparency, and provided customizability to test and iterate in order to reach their target audience.

tvScientific’s proprietary blend of audience data allowed for several custom audiences to be created in order to reach the brand’s target audience. As time went on, tvScientific continuously tested dayparts, device types, and different geographies in order to hone in the perfect blend for the brand.

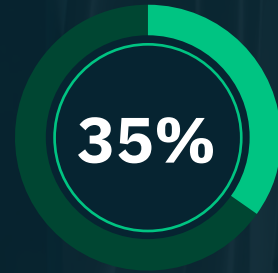
In Q1 alone, tvScientific was able to exceed the company’s expectations:





## Entertainment at a glance

tvScientific delivered **35%**  
better than expectations against  
advertiser-declared goals.



# Entertainment

## CTV advertising performance for the entertainment industry

There has been tremendous growth in the entertainment market, specifically as it relates to apps and streaming providers. Audience targeting and segmentation are critical as advertisers approach campaigns to drive net new users at an efficient cost. CTV allows for sophisticated targeting capabilities that surpass traditional TV, enabling companies to deliver tailored ads to specific demographics, viewing habits, and interests.

Companies can identify key audience segments most likely to engage with their content, such as fans of specific genres or users with high streaming activity. This precise targeting ensures that ads are relevant and engaging, thereby increasing the likelihood of user acquisition and retention.

Many applications rely on incentivized downloads, which may or may not be the most qualified users. tvScientific can help companies look at user acquisition in a granular way to identify the networks driving the most qualified users. By tracking users' habits, such as how often they sign in through the company's mobile measurement partner (MMP), tvScientific can



report back to give visibility into whether or not the users acquired from your ads are highly engaged with the application.

Additionally, CTV gives advertisers the ability to measure against downfall actions or actions that happen in-app. For example, understanding hours watched, seasons viewed, or level achieved in a gaming application. Understanding how your CTV ads are impacting these core KPIs can be a key driver of optimization to ensure you’re seeing meaningful outcomes from your ad dollars.

## New customer acquisition for the best in International TV

A major streaming platform was looking to bring in new customers to experience the best in International TV. They needed a way to maintain and increase sales as they took their marketing activities in-house.

Their primary goal was to drive subscriptions of their streaming service through their website and in-app, retarget those that had canceled their subscription to reintroduce them to the brand, and promote specific shows as they are released.

tvScientific found the perfect combination of networks to reach their target audience. Working hand-in-hand with the client, tvScientific outperformed their CPA goals and has driven over 38k purchases to date since 2023. tvScientific also worked with the client on a custom targeting strategy to reach the client’s own audiences created in-house for their own learnings.

Over the course of a year, they have continued to optimize through dayparting, inventory, geos, reallocating budgets across ad groups, contextual targeting, and even custom campaigns for tentpole titles.

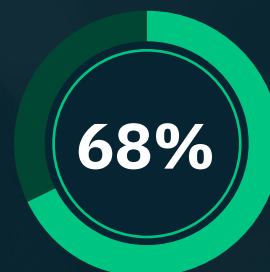
Since 2023, the client is continually impressed with the way tvScientific delivers results:

GOALS	RESULTS		
<b>\$40</b> Advertiser-declared CPA Target	<b>50%</b> tvScientific delivered 50% under target CPA	<b>2.1M</b> 2.1 Million site visits	<b>38.1k</b> 38.1k Purchases



## Financial Planning at a glance

tvScientific delivered **68%**  
better than expectations against  
advertiser-declared goals.



# Financial Planning

## CTV advertising performance for the financial planning industry

When approaching CTV as a financial planning application, audience segmentation is critical to ensuring your ads are meeting your audience where they are. Advertisers may want to target different household income segments, generation segments, or even those that meet certain credit score thresholds. CTV offers robust audience segmentation and targeting that can tailor ads to specific audiences.

Content quality and creativity are also critical components, especially since financial planning can be a complex subject. Ads should focus on clear messaging that simplifies financial concepts and highlights the app's benefits. High-quality ads that tell a compelling story enable financial planning apps to drive higher engagement and conversion rates.

Additionally, financial planning apps must adhere to privacy laws such as GDPR and California Consumer Privacy Act (CCPA). Transparent data practices, obtaining user consent, and safeguarding user information are essential to maintaining trust and avoiding legal issues. Financial planning apps handle sensitive information, so ensuring robust data protection measures is vital. tvScientific doesn't utilize any PII, giving advertisers a unique ability to target their audience and adhere to strict privacy protocols.



Lastly, CTV provides more granular data on ad performance, including impressions, click-through rates, and completion rates. This granularity gives financial planning apps the ability to establish advanced tracking and analytics systems to monitor metrics in real-time and adjust campaigns accordingly. tvScientific provides advertisers the ability to connect CTV ad exposures to actual business outcomes like app downloads, account sign-ups, and user engagement – or perhaps look at new customer acquisition vs. returning users. This enables marketers to understand how their budgets are performing and which ads and networks are providing the most meaningful outcomes.

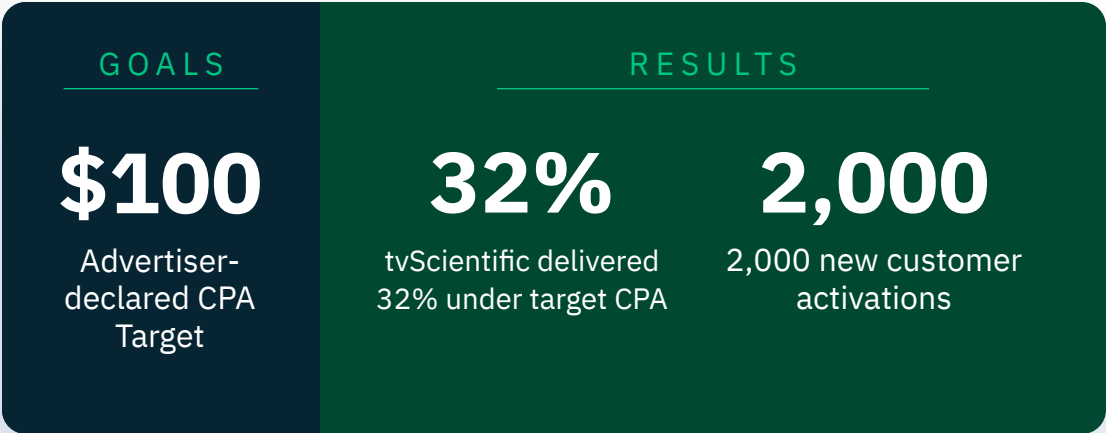
### Optimizing for outcomes, converting new users with a structured test

A payday lending services company had been investing in digital marketing for 9 years with limited tracking and wanted to find new members while reaching their CPA goal. They partnered with tvScientific to produce a CTV campaign that could help them reach their objectives and give them the ability to overcome limitations they had with other channels.

CTV helped them effectively convert new audiences and provided detailed measurement and attribution on new payday loan applications. CTV became a powerful performance channel for them, so much so that they dedicated 18% of their media budget toward CTV.

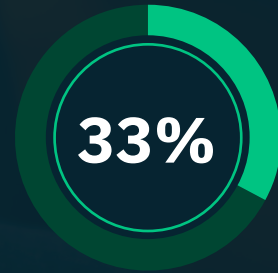
This year, the company decided to run a structured test with tvScientific to acquire new customer activations with millennial and Gen Z audiences who met a specific credit score and household income threshold. The test was run across both CTV and OTT, as they had seen success with a combined approach with tvScientific, particularly with OTT devices like mobile phones and tablets.

After just 30 days, the results were staggering:



## Gaming at a glance

tvScientific delivered **33%**  
better than expectations against  
advertiser-declared goals.



# Gaming

## CTV advertising performance for the gaming industry

Over the past several years, AI, virtual reality, and live streaming have made the gaming industry a growth machine. The pandemic fast-tracked this growth, with millions of new people playing during lockdowns. And now, the global gaming industry is expected to be worth \$321 billion by 2026.

Given that mobile gamers are a diverse group, access to demographic insights, such as age, gender, and geographic location, as well as psychographic data, like interests and gaming preferences, are essential for tailoring ad content that resonates with the intended audience. tvScientific provides access to over 15,000 data points to ensure you're reaching the right audience in the right place.

On the measurement side, access to data and analytics are critical to understanding the performance of CTV ads – how they're impacting KPIs like cost-per-install and ROAS, and how they're providing incremental lift across other campaigns. When you add CTV to your advertising mix, you're not just duplicating the reach of your other channels – you're

actually reaching new audiences who might not have been reachable otherwise. This means you're gaining incremental value from your CTV ads, and this can translate into stronger brand



awareness and purchase intent.

Additionally, metrics such as view-through rates, completion rates, and in-app engagement give advertisers greater visibility into the entire customer journey, coupled with data transparency from your CTV partner giving you the power to make campaign optimizations quickly and drive measurable results.

## Creating targeted campaigns to drive new user acquisition

A leading casual/puzzle game studio was interested in driving new user acquisition and in-app purchases (IAPs) with CTV. They partnered with tvScientific to create targeted campaigns to highly performant audiences across both CTV and OTT platforms.

They were drawn to CTV ads because of their popularity amongst other game makers and the scalability that the channel provides.

The company leveraged tvScientific's first-party audiences and performed incremental tests to continue optimizing their campaign.

In just 4 months, tvScientific exceeded the company's objectives:

### GOALS

**\$9**

Advertiser-declared CPI Target

### RESULTS

**22%**

tvScientific delivered 22% better than advertiser-declared goal

**150%**

tvScientific averages 150% better than advertiser-declared goal for D7 ROAS

**90%**

90% iROAS after incrementality tests

**115k**

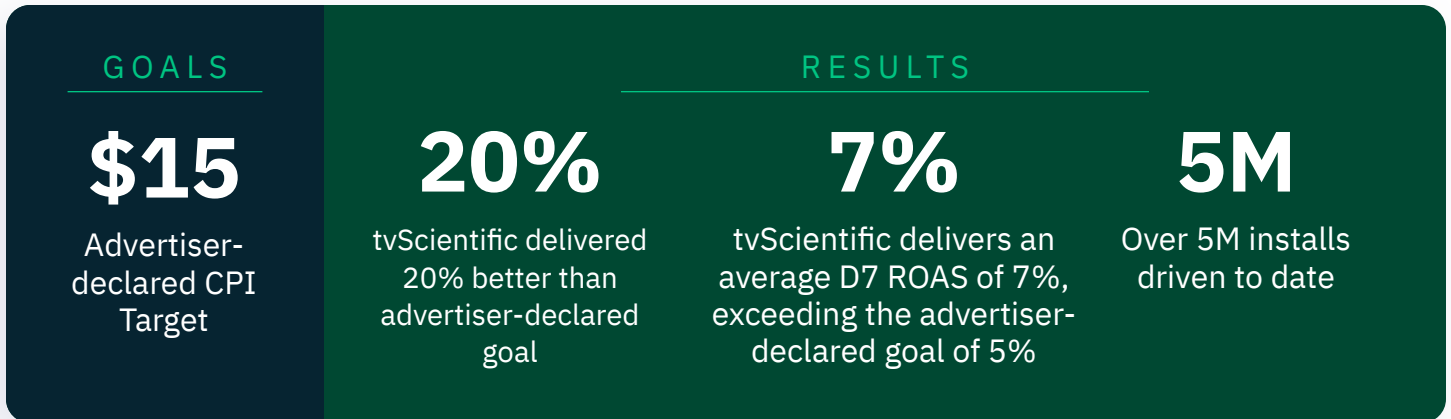
Over 115k installs driven to date



## Driving high-quality users to a newly launched game

A top gaming studio in the U.S. was looking to drive new, high-quality users to a recently launched game with CTV advertising. They partnered with tvScientific to create targeted campaigns to highly performant audiences across both CTV and OTT platforms.

Over the course of a one year period, the company saw incredible results:



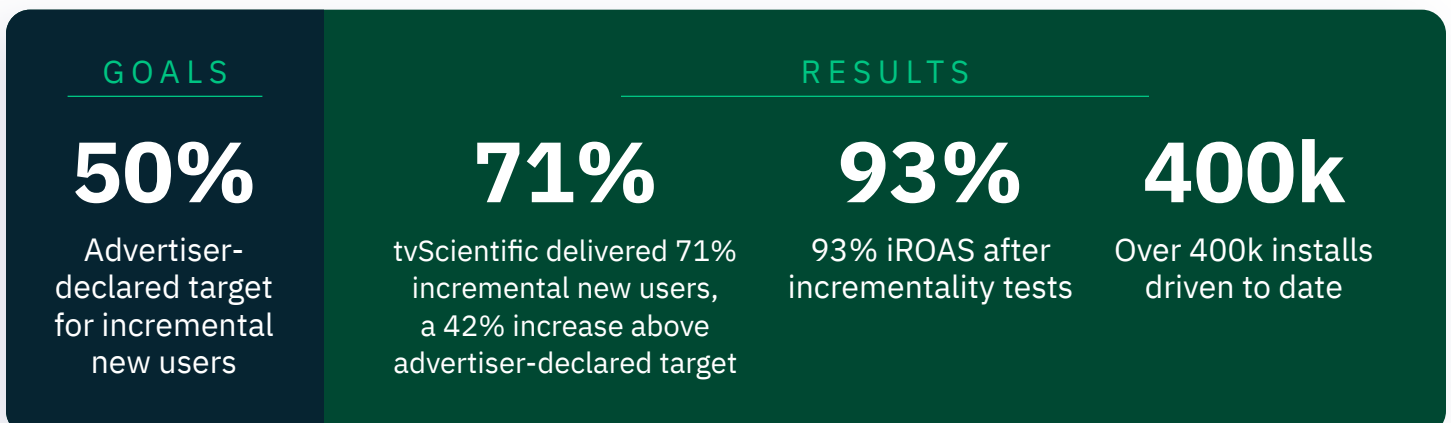
## Testing incrementality across CTV campaigns

A leading casual/puzzle game studio was interested in testing the true incremental impact of CTV. They partnered with tvScientific to run PSA incrementality tests across a wide range of CTV inventory.

They were drawn to CTV ads because of their popularity amongst other game makers and the scalability that the channel provides.

The company leveraged tvScientific's first-party audiences and performed incremental tests to continue optimizing their campaign.

The results were staggering:





## Driving new, high-quality users for an International game developer

A leading International game developer was looking to drive new, high-quality users to its casual/puzzle game with CTV advertising. They partnered with tvScientific to create targeted campaigns to highly performant audiences across both CTV and OTT platforms.

Over a period of 6 months, the company saw incredible results:

### GOALS

**\$3**

Advertiser-declared CPI Target

### RESULTS

**29%**

tvScientific delivered 29% better than advertiser-declared goal

**675k**

675k installs driven to date





# Conclusion

CTV is one of the fastest-growing marketing channels that advertisers increasingly depend on to drive real business outcomes. It's popular because it's effective – offering precise audience targeting like other digital channels, combined with the immersive experience that few channels can claim.



Brittanie Williams,  
CMO, Earnin

“We turned off CTV for a couple of days and we saw a real change, prompting us to quickly devote 18% of our media spend to TV.”

With tvScientific, advertisers can choose the outcomes that are most meaningful for their business, such as purchases, app installs, new user acquisition, loyalty program sign-ups, ROAS, and more. tvScientific uses patented technology to optimize toward those goals, giving



advertisers transparency and granular visibility into how CTV ads are impacting their business as well as which networks are providing the most value.

Marketing budgets are more scrutinized than ever, and many companies are shifting away from typical brand channels that only provide reach and frequency in favor of channels that drive sustainable and clear-cut performance as it relates to their core KPIs. CTV has finally made it possible to benefit from the reach and engagement TV can provide with the performance and accountability of other digital channels like search and social.

Alongside performance, brand safety and ad placement are also critical considerations. CTV helps a brand protect its image by giving advertisers control over who and when someone sees an ad. Advertisers can prevent their ads from appearing next to unsuitable content like negative images or a competitor's ad. Partnering with trusted platforms and networks that offer transparent reporting and control over ad placements can help mitigate these risks and give clarity to the outcome-driven performance of their CTV ad strategy.

