

Making Addressable TV Deliver for You



**Your guide to engaging more than 100M households
with greater scale, reach, and precision.**

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INTRODUCTION

Realize the Promise of Addressable TV

Addressable TV—that is, using data to deliver unique ad content to different households watching the same programming—offers the potential to reach your target audience (and your business objectives) better than ever before.

However, for all its benefits, some advertisers have been slow to adopt Addressable TV as a channel. Why? Operational complexity. Data standards that are far from standardized. And sometimes just a lack of understanding about the available technology and what it can do.

For too long these obstacles have stood in the way of Addressable TV's potential—but no longer. Today, Addressable TV is better defined, better embraced, and better supported by technology that can manage its unique challenges.

In this guide, we'll get you up to speed on everything you need to know about Addressable TV—exactly what it is, the opportunities it presents, and the steps the industry (and you) need to take to make impactful, effective Addressable TV possible.

Linear Addressable TV ad spend is expected to grow to \$4.22B by 2023 in the U.S.¹

¹ eMarketer, *TV Ad Measurement 2021: Opportunities and Challenges in the Convergence of Linear and Digital TV*, August 2021.

Defining Addressable TV

Frequently Asked Questions

Before you can start benefiting from Addressable TV, you've got to really understand Addressable TV—what it is, what it can do, and how it works.

First off, what exactly is addressability?

Simply put, addressability is the ability to serve a unique ad to a single household—instead of broadcasting the same ad to every household watching the same programming within a network. This way, advertisers can more precisely target audiences.

And what is Addressable TV?

Well, it depends on who you ask. Some in the industry limit their definition to addressable media that's delivered through a set-top box. At Cadent, we take a wider view: We see Addressable TV as ALL Advanced TV media that's addressable. This includes Addressable Linear Set-Top Box (STB), Addressable Video On-Demand (VOD), and Addressable Over The Top (OTT) / Connected TV (CTV).

How precisely can I target my audience with Addressable TV?

Addressable TV allows you to match first- and third-party data to TV households to reach your target audience.

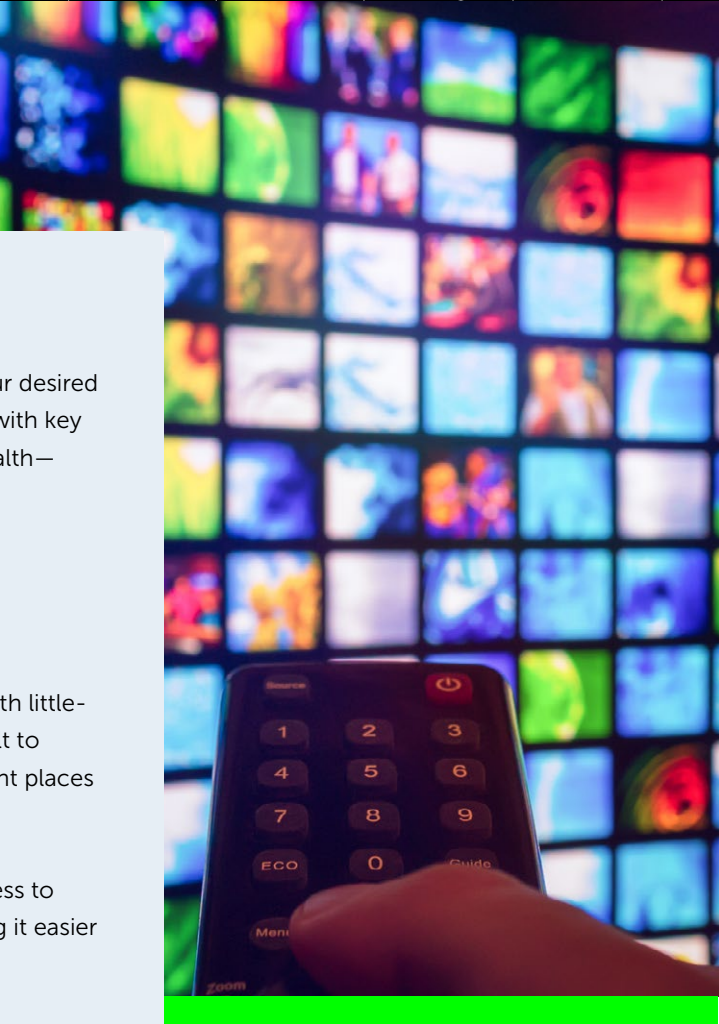
My brand wants to run a national campaign. Does Addressable TV operate at the scale I need?

Addressable linear TV (including STB and VOD) has an overall national footprint of nearly 60M households.² The latest Addressable TV platforms can give you access to as many as 40M of those households—across the full spectrum of devices and viewing experiences. CTV gives you access to 75M households, reaching a complete ecosystem of over 100M households.

How do I create audiences for Addressable TV?

Today's Addressable TV platforms allow you to onboard your first-party data and use advanced mapping technology to create unique audience segments. You can also select from pre-existing segments supplied by third-party data partners.

² eMarketer, *US Linear Addressable TV Households, 2017-2021 (millions, % change, and % of total pay TV households)* | Insider Intelligence (emarketer.com), April 2021



How are the results of Addressable TV campaigns measured?

A variety of measurement solutions is available depending on your desired business outcomes. Ideally, Addressable TV should let you work with key performance metrics—sales lift, web traffic, foot traffic, brand health—using third-party measurement partners to validate that data.

I've tried Addressable TV and it wasn't successful. What's improved?

In the past, one of the biggest challenges advertisers faced with Addressable TV campaigns was that buying took place in silos, with little-to-no visibility between publishers. This made it incredibly difficult to create holistic campaigns that reached the right people in the right places with the right message at the right frequency.

Today, greater cooperation between publishers gives buyers access to inventory from multiple partners within a single platform—making it easier to plan, activate, and measure your Addressable TV campaigns.

What should I look for in an Addressable TV technology partner?

When evaluating the technology you need to support your Addressable TV campaigns, consider the platform's ease of use, access to inventory, and targeting and measurement capabilities. Transparency is also key: Breaking down the silos between publishers creates greater visibility, helping buyers better understand what they're buying and how their ads are performing.

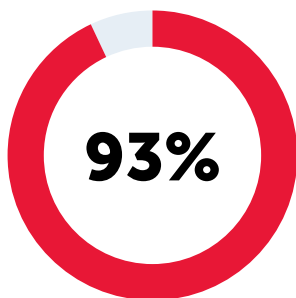
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So, why isn't everyone including Addressable TV in their media mix?

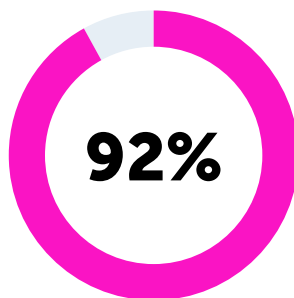
Marketers already know what they need for more successful campaigns: *interoperability*. True connection between publishers that allows for holistic targeting, management, and measurement.

What marketers *don't* necessarily know is that Addressable TV has the potential to meet these needs. According to a recent Forrester study, 64% of buyers would invest in Addressable TV if they understood it better.³

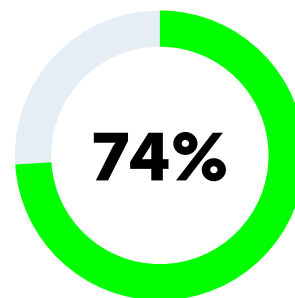
IN A RECENT SURVEY OF TV BUYERS³:



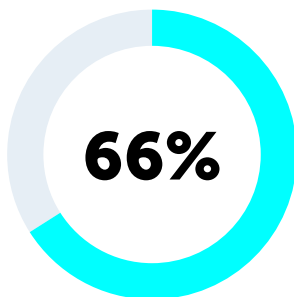
SAID THEY WANT
GREATER INTEROPERABILITY
BETWEEN TECHNOLOGY
PARTNERS.



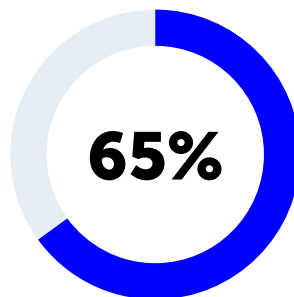
ARE WAITING FOR
A SINGLE MEASUREMENT
STANDARD ACROSS MEDIA
COMPANIES.



WANT GREATER
INTEROPERABILITY
AMONG MVPDs.



WANT SIMPLIFIED
BUYING AND
CAMPAIGN MANAGEMENT
ACROSS SUPPLIERS.



ARE SEEKING TO
INCREASE SCALE, WITH 64%
REQUIRING A NATIONAL
FOOTPRINT.

³ Forrester Consulting, *The Transformation of Television: Embracing the Era of Addressable TV*, conducted by Forrester Consulting on behalf of Cadent, Comscore, Canoe, DISH Media, INVIDI Technologies, LiveRamp, ViacomCBS, Verizon Media and WarnerMedia, March 2021.

Now that we've defined Addressable TV and dispelled some common misconceptions, how do you find the right platform?

In the past, marketers looking to take advantage of Addressable TV struggled with the "walled gardens" created by different publishers. Each publisher has their own way of doing things, and they generally do NOT play well with others. So, you can buy from Publisher X and Publisher Y individually, manage campaigns individually, and see how they perform individually. But, when you work with siloed publishers, how can you expect to understand—or improve—performance as a whole?

For Addressable TV advertising to work, a single marketplace is needed to connect and unify disparate inventory. A single tool to automate manual tasks across audience targeting and campaign management. A single solution that just makes Addressable TV easier.

Which of the following challenges have you or your clients faced executing an Addressable TV strategy?

- 21%** Fragmented platforms and distributors
- 21%** Lack of measurement frameworks or capability
- 20%** Lack of holistic visibility and planning across media
- 17%** Lack of standards on measurement and attribution
- 16%** Concerns with scale or reach





INTRODUCING THE ADVANCED TV PLATFORM

Aperture

BY CADENT

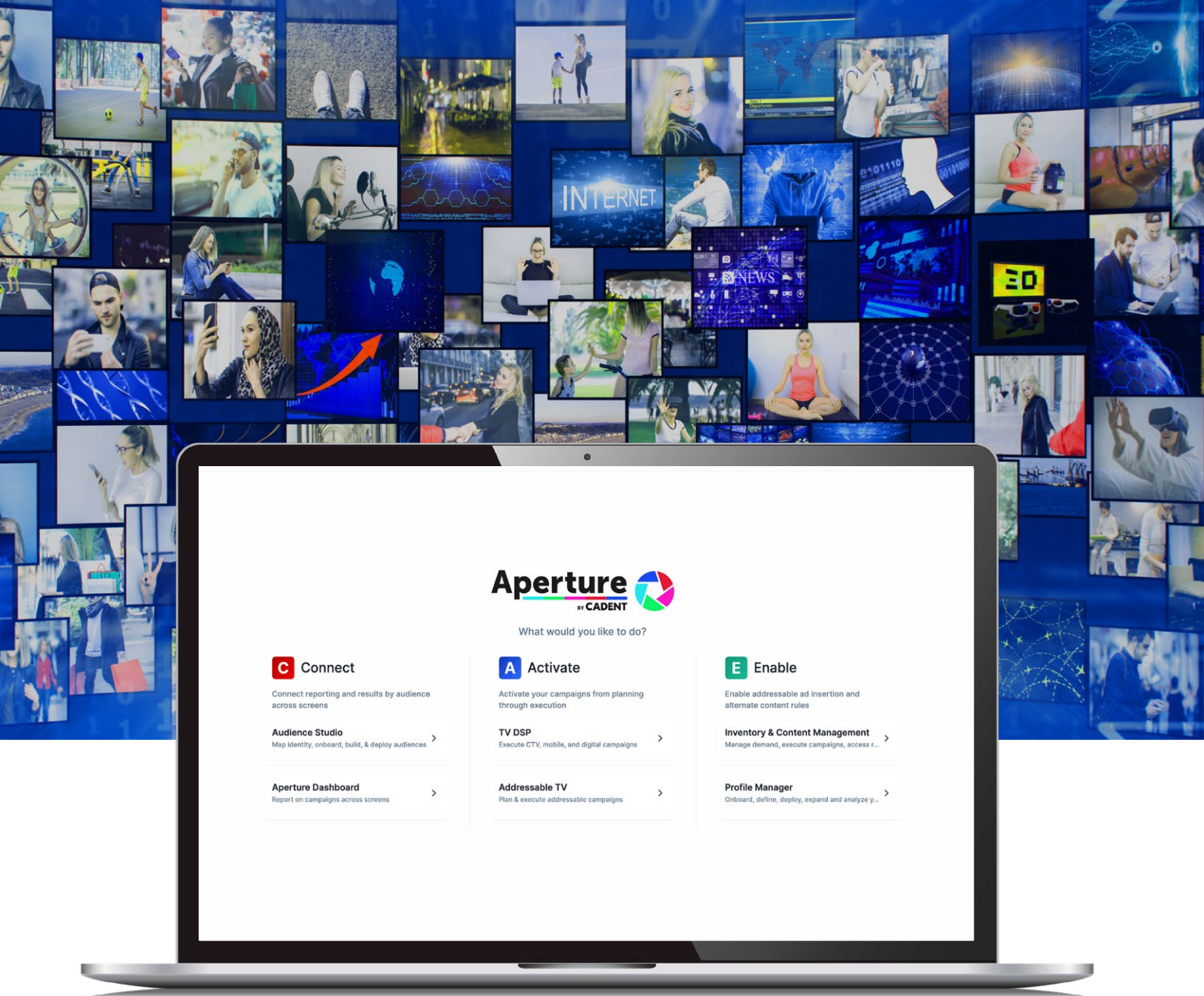


**Simplifying the way
you work with
Addressable TV,
to make it work
for you.**

Addressable TV has been a complicated prospect for too long—its benefits too great to be ignored but too challenging to realize. The time has come for a sea change in how campaigns are run across Addressable TV media, so marketers can reap its full rewards.

Aperture, the Advanced TV platform from Cadent, is the first independent TV solution that allows for the cross-channel planning, execution, and measurement of Addressable TV inventory.

Working as a singular, holistic, self-service platform, Aperture unites the TV landscape to improve efficiency and simplify operations for both buyers and sellers. With Aperture, it's never been easier to use Addressable TV to reach exactly the right households, no matter which screen they're watching.



Aperture gives you access to over 100M U.S. households—that includes 40M Addressable Linear STB households and +100 CTV apps.

Working across channels to reach these households, Aperture connects campaigns, streamlines operations, and delivers messages with real impact.

What makes Aperture ideal for Addressable TV?



Simplify complex workflows by working from a single self-service platform that automates the manual processes of planning, buying, and activating inventory.



Work across media with an independent platform that provides access to inventory regardless of publisher, MVPD, or vMVPD.



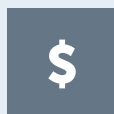
Connect both your first- and third-party data to build precise audience segments, then push those segments into plans—seamlessly.



Enrich your audience targeting with our data marketplace of over 70K syndicated segments backed by more than 30 leading data providers.



Understand and optimize campaigns holistically, using a single interface to get insights across screens and measure results against real business outcomes.



Ensure you're still getting the best from your spend by using the existing rate cards you've established with publishers, built into the platform.



Better execute against your Private Marketplace (PMP) deals, streamlining transactions and communications between buyers and publishers.

Aperture improves the Addressable TV experience—every step of the way.

Identify and Target Audiences with Aperture Viewer Graph

The promise of Addressable TV advertising is that it allows you to target exactly the right audience with exactly the right message, right down to the household level. But first, you need to determine what those audience segments are. And that's where a little data can help.

The heart of the Aperture platform is our Viewer Graph, which aggregates data from a variety of sources—demo audiences, online and offline behavior—to help you identify and target highly specific segments that will reach across every medium. With Viewer Graph, you can target and keep them completely anonymous. And better targeting means better use of your ad spend.

Whether you want to use your own first-party data, select pre-existing segments from our third-party data partners, or combine data from multiple sources, Aperture streamlines audience building and activation with a single-panel, easy-to-use, privacy-compliant platform.



Activate Your Existing Customer Data

Advertisers are always looking to use their first-party CRM data in new and better ways. With Aperture, it takes mere minutes to onboard and process all of your CRM data into segments that can help you target the right viewers with your Addressable TV campaigns. Once your data has been uploaded, it'll always be accessible to you within Aperture Audience Studio.



Get a Fuller Picture of Your Audience

Advertisers using first-party data alone may not always have the scale to identify and reach their full potential audience. But, with Aperture, you can combine first- and third-party data to increase your scale, and use lookalike modeling, while still maintaining the specific attributes you're looking for. By layering data, you can reach even more of your target audience.

Build, Understand, and Optimize Audiences

With our patented IP-to-HH mapping technology, Aperture Viewer Graph lets you match IP addresses to their corresponding households, so you can deliver messaging at the right frequency to every screen in a household. Aperture also leverages this info—in real time—to reveal audience composition, as well as household, device and IP counts for the segments being created; it even de-duplicates these audiences for more effective targeting. Plus, we offer cloning and exclusion tools to expand these audiences or limit exposure to messaging. Audiences can even be mirrored to additional channels, like social media, for campaigns that extend beyond TV.



DATA PARTNERS

Aperture gives you access to over 70,000 pre-made audience segments brought to you by more than 30 leading data partners.*

PREMIUM DEMO / CREDIT-BASED	BEHAVIORAL / CONTEXTUAL	CPG / RETAIL / QSR / PURCHASE-BASED	FINANCIAL SERVICES	MEDIA / TRAVEL / ENTERTAINMENT	HEALTH	POLITICAL	AUTO	LOCATION / NEW MOVER	B2B
Alliant	acxiom.	Alliant	acxiom.	acxiom.	adstra	OPTIMUS A DYNATA SOLUTION	acxiom.	CADENT	adstra
EPSILON	CADENT	CATALINA	Alliant	adstra	FLUENT	adstra	Alliant	cuebiq	data axle
EQUIFAX IXI	claritas	IRI	EPSILON	claritas	swoop	Alliant	experian.	NinthDecimal	TransUnion
experian.	DATALINE	NCR	experian.	comscore	Veeva Crossix	data axle	Polk By IHS Markit	Speedeon	
neustar	sharethis	NCSolutions	Ipsos	dish		FLUENT			
TransUnion	STATSOCIAL		Prosper MONEY & ANALYTICS	EPSILON		targetsmart			
				MRI SIMMONS					



Purchase Inventory through Aperture Multi-Seller Marketplace

Today, marketers buy one way from one provider, target in a different way for a different provider, and measure in an entirely unique way for another provider. When campaigns are executed and reported piecemeal like this, marketers can't see what their campaign looks like across all of their buys, which results in under- or overspending.

No one wants to broadcast thirty messages to one household and zero messages to another. And it's not helpful to get campaign reports if the metrics only apply to a single publisher. Unfortunately, that's often the problem with many Addressable TV campaigns.

With greater interoperability, Aperture brings together different partners to support holistic initiatives that benefit audiences and marketers alike.

Inventory transparency benefits both consumers and marketers alike:



Consumers get more relevant ads, with a better viewing experience—no more getting inundated with the same ad, over and over.



Brands can connect with the right audiences, with just the right amount of messaging—neither over- nor under saturated.

To create a successful Addressable TV experience, we need a marketplace that allows for targeting across publishers and measurement across silos.

As part of our Aperture platform, Cadent has partnered with DirecTV and DISH Media to establish exactly this sort of multi-seller marketplace. Now, you have aggregated access to inventory—with your existing rate cards—across all of Addressable TV. And with the once-fragmented TV ecosystem now unified, you can create unified campaigns that reach audiences everywhere they're watching.

Measure Campaign Performance with Unified Aperture Dashboard



The final step to truly effective Addressable TV campaigns is the ability to monitor, evaluate, and optimize those campaigns—no easy task if every provider and publisher is speaking its own language.

Fortunately, Aperture provides unified campaign reporting that extends across every channel and screen, giving you a complete picture, so you can take real action. Monitor and optimize campaigns. Show results that track to real business outcomes—backed by third-party experts. Prove campaigns worked—and discover what you can do to make them even better next time.

By measuring across all TV media, your success isn't determined by generic performance metrics. Instead, Aperture lets you to define measurement in the way that best suits your campaign objectives.

At Cadent, we don't believe in grading our own homework. We're proud to work with a variety of industry-leading third-party measurement partners to deliver validated metrics you can trust.

acxiom.

CATALINA

dynata

EPSILON

EQUIFAX
IXI

experian.

IRI

IQVIA

WUNDERMAN
DATA PRODUCTS

neustar.

NC Solutions

Polk
By IHS Markit

Upwave

Veeva
Crossix

Closed-Loop Measurement Solutions

Closed-loop measurement not only allows you to evaluate impressions and get metrics on awareness and brand preference—you can also determine the incremental impact of your Addressable TV campaigns. This helps ensure accountability in your national media investment, while providing valuable insights and opportunities for future optimizations. Deterministic attribution is used to measure the impact of your KPIs, including:

Sales Lift

Purchase Metrics

- Total Buy Rate
- Share Shift Analysis
- Days to Purchase
- Optimal Frequency
- Incremental Sales

Brand Health

Awareness Metrics

- Ad Awareness
- Ad Preference
- Ad Consideration
- Perception by Demographic
- Perception by Competitive Purchasers

Web Traffic

Engagement Metrics

- Lift in Visitors
- Lift in Days Visited
- Lift in Total Visits
- Visits by Page Pixeled
- Visits by Frequency
- Days to First Visit from Exposure

Foot Traffic

Brick-and-Mortar Metrics

- Lift in Location Visitation
- Incremental Visitation
- Total Exposed Visitation



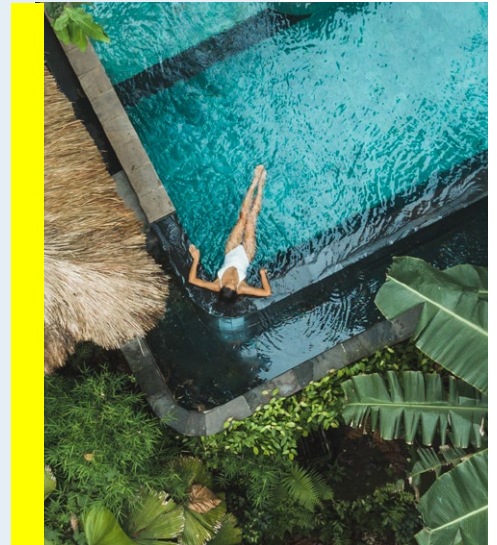
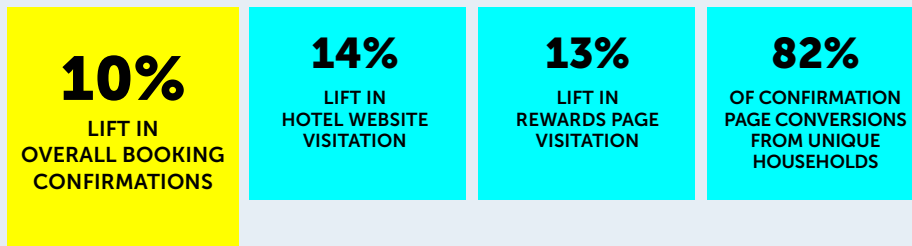
The results are in: Addressable TV can make a major impact.

CASE STUDY

A major hotel brand uses Aperture to boost bookings.

The hotel, looking to increase reservations from rewards members, developed a campaign for Addressable Linear STB on Aperture, leveraging first-party data on both rewards members and other guests who stayed with them in the past year.

RESULTS:



Measured sales impact via Experian (30-day post-campaign attribution window).

CASE STUDY

A luxury cosmetics retailer drives holiday sales with Aperture.

With the holidays fast approaching, this cosmetics company wanted to tap into their wealth of data to identify and target unique new shopping audiences. With some help from Aperture, they created an Addressable TV campaign that targeted a very particular subset of audiences: new customers, current customers, lapsed customers, seasonal gifters, beauty buyers, and a Dynata audience of 25- to 54-year-olds.

RESULTS:



Closed-loop analysis from Experian and the brand's first-party CRM data, utilized to precisely measure incremental sales.

Determine Your Path to Addressable TV

With the rise of Addressable TV, advertisers, marketers, buyers, and sellers are facing a new world of opportunities—and challenges. As you begin to think about your journey to Addressable TV, here are a few best practices to help you get started:

Tap into your teams, early and often.

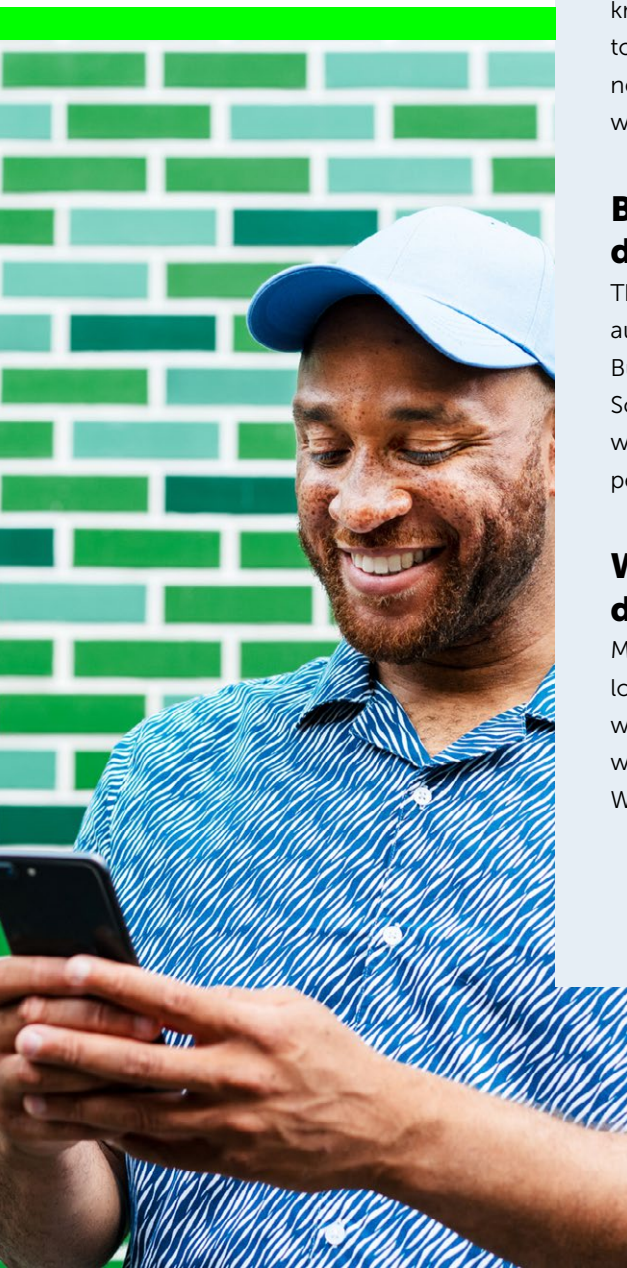
Addressable TV only works with interoperability—and that includes who you partner with. Agencies, data companies, publishers, technology partners—they should all be on board with your move to addressability as trusted and communicative allies, every step of the way. Let them know you are introducing the channel—and be clear on what you want to accomplish. Tap into their knowledge to learn the ins and outs of this new realm. Challenge them to scale their efforts and capabilities in new ways to meet your new needs.

Be prepared to learn as you go with your data strategy.

There is often debate about what is the “best” data to help you reach audiences: First-party? Third-party? Some combination of the two? But the truth of the matter is that it is a matter of trial and error. Some data will work for certain KPIs better than others. Determine which benchmarks and metrics are most important in determining performance and success, then experiment, adapt, and learn.

When something works, iterate on it. When it doesn't, ask why?

Measuring campaign performance will always be key. But don't just look at your successes, and never stop asking why. Understanding what's broken can often be more powerful than understanding what's working—it's the only way to keep improving. Keep asking questions: What can I do better? What's worth trying the next time?



Addressable TV can deliver like never before. Now make it work for you.

Aperture is the first cross-screen self-service platform for Addressable TV advertising—connecting advertisers and publishers to audiences by reducing the complexity of the TV ecosystem. Our platform amplifies and automates the execution of Addressable TV campaigns, providing holistic metrics tied to real KPIs, so you can understand and improve overall performance.

- **A multi-seller marketplace for publishers and advertisers**, which aggregates inventory across more than 100M households
- **Our proprietary Viewer Graph**, which allows advertisers to use first- and third-party data to map and target unique audience segments
- **Comprehensive campaign reporting**—both in-flight and post-campaign—across the entire Addressable TV buy

Addressable TV is only as powerful as the connection between its elements. Aperture empowers advertisers to make these connections, so brands can better reach their audiences.

Connect with a Cadent salesperson at APERTURE@CADENT.TV to activate your next Addressable TV campaign.