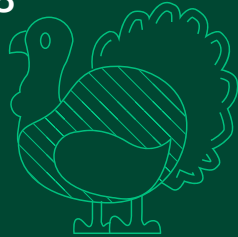




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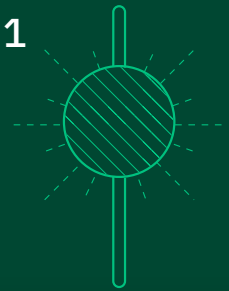
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2024

Holiday Campaign Buying Guide

Get ready to make this holiday season your most successful yet with our Holiday Funnel Accelerator Program!

This 3-part strategy is designed to guide your audience seamlessly through the buyer's journey, positioning your brand front and center during crucial advertising moments throughout the holiday season and beyond.

This season, we recommend taking a holistic approach to your campaigns. The Holiday Funnel Accelerator Program focuses on integrating robust strategies to boost brand awareness, while simultaneously delivering targeted promotions that drive your audience to tangible business outcomes.

The goal is to generate awareness around your brand ahead of the shopping season and start leading customers through your buyer's journey. With a streamlined path to purchase, you can turn interest into action and maximize sales during key events like Black Friday and Cyber Monday.



Ready to transform your holiday marketing? Unwrap the magic of the



Holiday Funnel Accelerator Program.




STAGE 1

Evergreen Brand Exposure

Goal:

To make your brand shine bright throughout the entire holiday season, start getting in front of new users and building brand familiarity.

PRO TIP:



Think outside the box! Use compelling storytelling in your creative to get your ideal customers to connect with your brand.

Approach:

Deck the halls with brand awareness ads! Make the most of key holiday moments that drive larger audiences for maximum exposure.

PRO TIP:

CTV/OTT can be used in conjunction with display. tvScientific generally recommends dedicating 5% or less of your total campaign budget toward display.

Inventory:

The more the merrier — leverage a mix of inventory and audiences to cast a wide net. Reach a variety of users across multiple channels that you believe will find your target audience.



Timing	Duration	Dedicated Budget	Campaign Focus
Mid October	One Week	10%	100% Brand Exposure

STAGE 2 >>>

Festive Frequency Boosting



Goal:

'Tis the season for re-engagement! Stay in front of audiences who were exposed to your brand in the early part of your campaign to remain top of mind throughout the next month.

Inventory:

Blend inventory from Stage 1 and incorporate lower-cost inventory to build frequency in a cost efficient way. tvScientific can help you identify the right inventory to maximize performance.

PRO TIP:

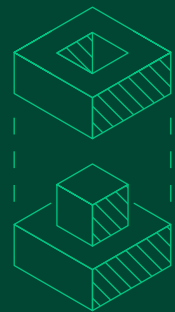
Utilize lower cost inventory to hit your audience in a cost-effective manner.

Approach:

Get your holiday hustle on and start boosting the frequency of your ads within a week of starting your initial Brand Exposure campaign. Identify where your audience spends their time and effectively retarget them with higher frequency across lower cost CTV/OTT inventory. Measure intent through website visits, installs, or whatever an upper funnel conversion looks like to you.

PRO TIP:

Combine this approach with other digital campaigns to improve frequency of brand exposure.



Timing

Duration

Dedicated Budget

Campaign Focus

Late October

2-3 Weeks

50%

75%
Brand Exposure
25%
Frequency Boosting

STAGE 3

Holiday Sales Surge

Goal:

Let it snow conversions!
Drive your audience through the funnel towards your desired conversion metric.



Approach:

Snowball your efforts and retarget audiences that have engaged with your ads earlier in the campaign (i.e. visited your site, installed an app, etc.) with targeted promotions like online sales, in-store promotions, upcoming events, and more that drive them toward your desired outcome – whether it's a sale or a site conversion.

Inventory:

Continue blending inventory from Stage 1 and 2 and incorporating lower-cost inventory to drive your ideal customers toward conversions through targeted promotions and offers.

PRO TIP:

CTV/OTT exposed users that have visited a website are much more likely to purchase than users that have only been exposed once.

PRO TIP:

We recommend introducing this tactic after a sufficient amount of upper funnel events have occurred. In most cases, this is about 4 weeks from campaign start.

Timing

Mid
November

Duration

Two
Weeks

Dedicated Budget

40%

Campaign Focus

50% Brand Exposure

25% Frequency Boosting

25% Conversions

Checking It Twice: Holiday Campaign Measurement

Deck the halls with data-driven insights!

Following a successful campaign, you'll have an efficient, self-replenishing pipeline of new users who are primed for conversion. In our experience, many advertisers want to dive deeper into understanding the true impact of their tvScientific campaign. We offer a range of in-house solutions designed to give you a clear, detailed view of how your campaign has enhanced your business and integrated into your media mix.

Spike Lift

- Compares pre-impression vs. post-impression traffic to your site to measure how much of an immediate impact your CTV campaign had



Halo Effect

- Takes a look at conversion rates across all channels and measures how much of lift your other channels had due to your CTV campaign



Always-On Incrementality

- Using data science, we compare your CTV audiences actions to a synthetic control group
- Measures how many incremental actions CTV drove for your business

PSA Test

- The purest form of measuring incrementality
- We can set up an A/B split test with your commercial and a PSA ad to measure incremental value against the same audience



Watch the Magic Unfold

tvScientific can help you build the perfect holiday campaign this season



Recommended Holiday Inventory Partners



Our Inventory Partners

PREMIUM CONNECTED TV STREAMING SERVICES



FREEMIUM & CORD CUTTER STREAMING SERVICES



CONNECTED TV DEVICES



PARTNER / INVESTOR



AND MANY MORE...



Jingle all the way to success with tvScientific as your partner!

This guide is just the beginning — together, we can develop a tailored approach to make this holiday season your most successful yet. Contact us today to receive a free media plan designed to fit your unique goals and make your campaigns shine this holiday season.

For more information, visit
<https://www.tvscientific.com>

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