

# CTV Integration:

## A 360 View of Political Advertising

### The Problem

Campaigns rely on competitive intelligence to guide spending decisions and stay informed of opponents' expenditures and messaging. Linear spending is regulated by the FCC. Facebook and Google spending is available via their respective transparency reports. The Problem: There is no comparable platform for Connected Television (CTV) disclosures even as voters increasingly cut the cord. This trend has led to political advertisers increasingly allocating resources to CTV platforms to

reach voters unreachable on linear platforms. Campaigns need a source of competitive intelligence to monitor the weight and messaging their opponents are putting onto CTV while still tracking linear competitive in a way that is easy and comprehensive.



### The Solution

We leveraged our database consisting of tens of thousands of distinct political television ads to collaborate with third-party vendors by using Automated Content Recognition (ACR) software to match broadcast ad creative to CTV airings. This data allowed nearly 100 clients to track over \$1B in political ad spending in 2022 across more than 10,000 unique ads. CTV spending consisted of just under 14% of all political spending for the year that would have previously gone untracked. This data was integrated with our existing data suite to provide a solution tracking creative and competitive across linear, digital, and CTV avenues in one platform.

### 2022 CTV Statistics

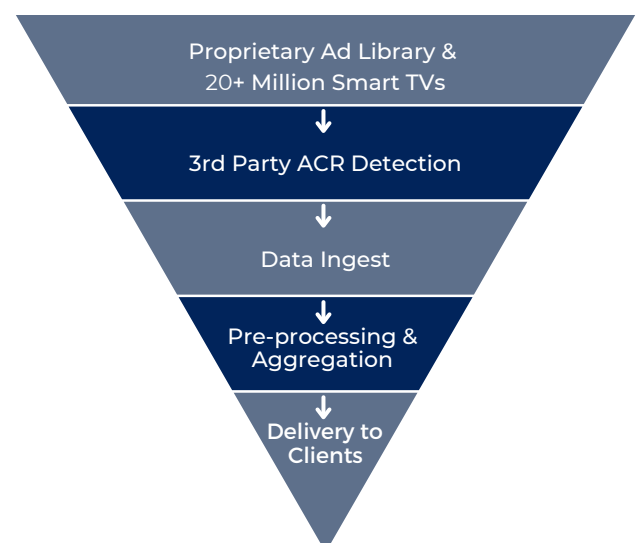
\$1B  
Political Spending

10,000  
Unique Ads

14%  
Total Cycle Spend

### How it Works

We detect CTV impressions by matching linear television creatives using ACR technology combing through a panel consisting of 20 million Smart TVs. Impressions are tracked and modeled by market to provide full estimates of impressions and dollars by ad. This provides end-to-end insights to subscribers within one day of actual TV viewing events. This data is then presented with our competitive platform to provide comprehensive information on the creative and competitive for all advertisers in a given race – opposition or friendly. You can easily sort through competitive across all platforms, or dive in deep to see exactly what is happening at a granular level.



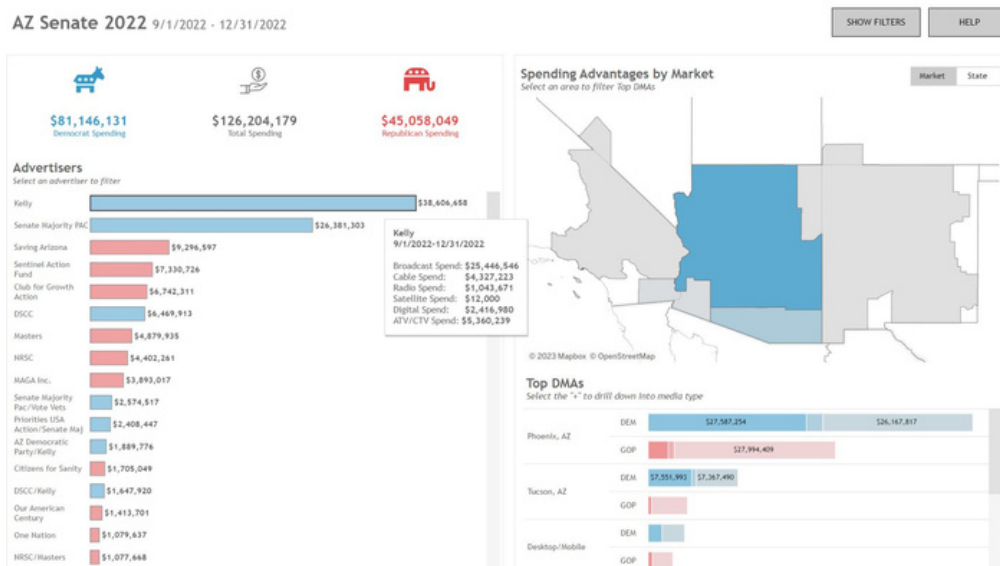


# Product Case Study: 2022 Arizona Senate Race

CTV tracking data is fully integrated within our product suite and delivered to inform on two key factors: competitive intelligence and creative tracking.

## Competitive Intelligence

### At a Glance



The first questions we answer is who is on air, how much are they spending, and where that spending is targeted. The Race Summary view allowed our clients to quickly judge whether they had an advantage or disadvantage in the total amount spent with full interactive capability to dive in deeper by market or media type.

## Deep Dive

For more granular insights we offer a competitive spending chart allowing for a comparison of linear, digital, and CTV spending in one view. Peruse spending at the week level, or dive all the way down to see spending on a station by day. This allowed our clients to examine top-level trends and deep dive into areas of potential vulnerability as needed. This data could then be exported to excel or pdf for further circulation.

### Spending and GRPs over time

Select "\*" while hovering on market to view by media type and station

	Grand Total			August 30, 2022			September 6, 2022		
	Spending	GRPs	CTV IMP	Spending	GRPs	CTV IMP	Spending	GRPs	CTV IMP
Phoenix, AZ	\$27,587,320	46,442	64,884,097	\$1,027,236	1,588	4,117,294	\$2,061,730	3,326	7,433,785
Tucson, AZ	\$7,552,030	28,066	29,187,909	\$286,126	986	1,510,096	\$576,001	2,056	2,752,660
Desktop/Mobile	\$2,416,980			\$119,546			\$148,239		
Satellite	\$12,000								
Kelly	\$829,064	4,939	2,983,416	\$27,950	116	171,694	\$73,909	408	327,519
Non Metro	\$78,324						\$5,931		
Albuquerque	\$98,941	676	403,465						
Regional Sports Network	\$32,000								
<b>Total</b>	<b>\$38,606,658</b>	<b>80,123</b>	<b>97,458,887</b>	<b>\$1,460,858</b>	<b>2,690</b>	<b>5,799,083</b>	<b>\$2,865,810</b>	<b>5,789</b>	<b>10,513,964</b>



# Product Case Study: 2022 Arizona Senate Race

## Creative Tracking

This intelligence is not merely at the advertiser-market level. Spending and impressions are linked back to the actual creatives playing on television allowing clients to see exactly what messages are being delivered, and at what weight, on CTV. Easily compare total impressions delivered for a piece of creative on broadcast vs. CTV or filter down to just see the creatives that are being run on CTV.

## Television and CTV

Easily navigate between linear television and CTV creatives to see how long they were on air for, how much was spent on them, and the total GRPs or impressions delivered respectively. Our clients were able to quickly sort ads by how much weight they were receiving and easily click on an ad to see where it was running and share the creative with their own clients.

Television Advertisements		SORT BY	
Select an ad to filter view. Once selected, click "Go to Ad" to view advertisement			
Advertiser	Title		
Saving Arizona	Here To Help	10/12	11/6
Senate Majority PAC	Real Lives	10/18	11/8
Senate Majority PAC	Cut The Knot	10/25	11/8
Senate Majority PAC	Extreme Ideas	9/27	10/17
Club for Growth Action	Fried	10/26	11/8
Senate Majority PAC	Guaranteed Benefits	10/11	10/27
Senate Majority PAC	Absolutely No	11/2	11/8

## Messaging Analysis

Beyond merely viewing the ads themselves our clients were able to analyze the text of the ads to determine how often they were being attacked on certain key terms. The audio of each television and CTV ad is translated into text which is then made searchable. Our client was able to determine how often they were being attacked on key issues.

The AZ Senate 2022 race ran 169 distinct ads across 11 states and 78 DMAs

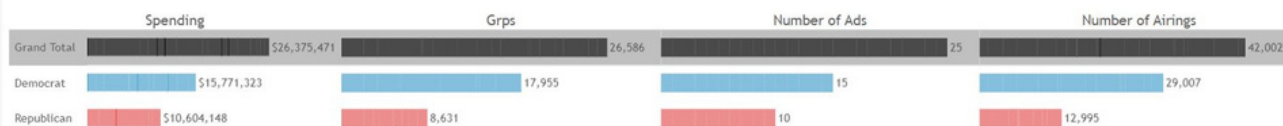
SHOW FILTERS

HELP

TELEVISION ADS | DIGITAL ADS | Search Television Transcripts

### Spending, GRPs, Number of Ads, and Number of Airings by Party

Filtered to transcripts that include "tax" -- Select party or advertisement to filter transcripts



### Transcripts by Advertiser and Title

Filtered to transcripts that include "tax" -- Select transcript to filter bar chart. Select the transcript and select "Go to Ad" to view advertisement

Spending: 633,225 || GRPs: 976 || Airings: 1,091

**NRSC** Soft On Washington  
 You've seen Mark Kelly's political ads. He's Mr. tough guy in a black T shirt. But in Washington Kelly's gone kind of soft. He went along with nearly \$300 billion less in Medicare spending for seniors and higher taxes on families, making his little as \$20,000 a year, 87,000 I. R. S. Workers enough to fill Sun Devil Stadium. Mark Kelly, tough tv ads. But soft fighting for us. NRSC is responsible for the content of this ad.



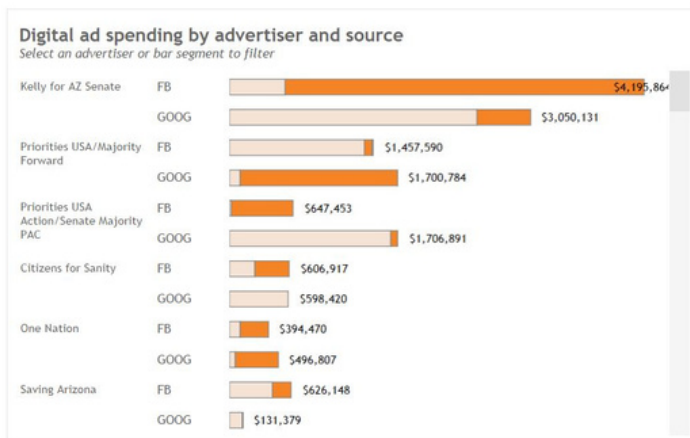
# Product Case Study: 2022 Arizona Senate Race

## Digital Creative

Digital (Facebook and Google) creative was also delivered to allow the client to identify not just who was spending on these platforms and how much, but how much of their budgets were allocated to Fundraising vs. Persuasion. Ads could easily be segmented based on what the client was looking for to examine individual fundraising vs. persuasion ads separately.

The AZ Senate 2022 saw \$22,053,528 spent on 881 distinct digital ads.

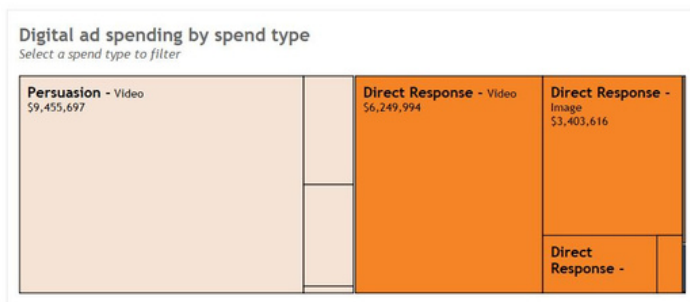
SHOW FILTERS    HELP



### Digital advertisements by spending

Select an ad to filter. Once selected, click "Go to Ad" to view advertisement

Advertiser	Title	Start Date	End Date
AARP Advocates	We're counting on you.	9/18	9/30
Advanced Energy Works	Thank you, Sen. Kelly!	9/23	10/20
Advancing Arizona	Null	8/27	5/28
	Angela 15s Spot	8/27	9/27
	Arizona families get cash	9/2	12/17
	AZ ARP 6s	8/30	9/27
	AZ ARP 6s Spot	8/27	9/27
	CTC Eligibility	9/9	10/1
	Find out if you're eligible	9/7	10/1
	Kelly brings AZ billions	12/13	12/17
	Kelly brings troops home	9/17	12/17
	Kelly wins Arizona COVID funds	9/2	12/17
	Kelly, tribes fight COVID	9/2	12/17
	Mark Kelly cumplió para Arizona	10/15	10/31
	Maurice (6 sec)	3/24	5/28
	Maurice (15 sec)	3/24	4/25



## The Impact

Our solution allowed over 100 clients to analyze \$8.9B in spending and over 87,000 pieces of creative across 5,200 races in all 50 states leading to better informed decisions and more accurate decision making.