# Signal over noise: A marketer's guide to the future of CTV measurement

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The great CTV shift: More than half of viewers are streaming

The challenges facing legacy CTV measurement tools have been years in the making, as viewing habits have shifted to streaming.

62% of adults subscribe to a streaming service

5 Avg. number of streaming services per streamer
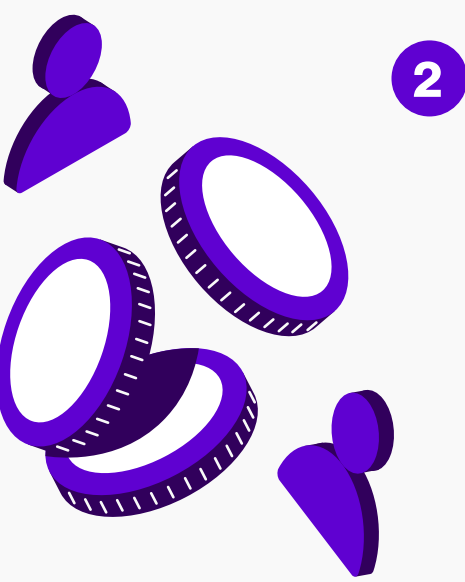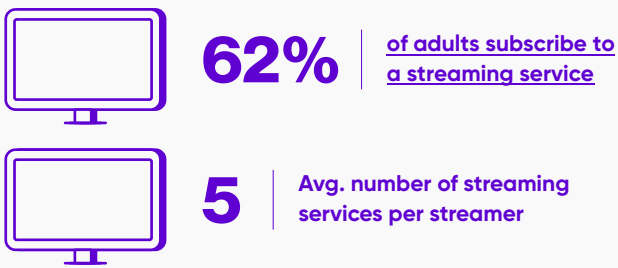
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The measurement consistency challenge

Traditional TV ratings are inconsistent. They pull a "sample audience" and count how many in that audience view each program, then extrapolate from the sample and estimate the number of viewers in the entire population watching the show.

57% of brand marketers and agencies say inconsistent measurement is the top CTV advertising challenge
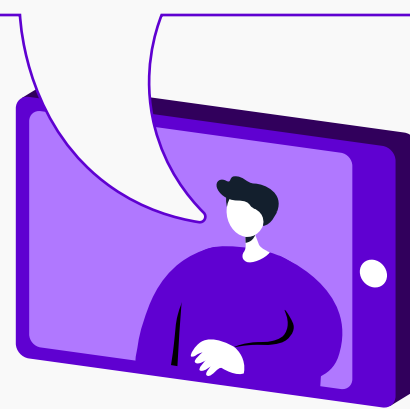
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Mapping measurement solutions

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Three ways to understand the full-funnel impact of CTV investments.

Solution 1

A comprehensive view of linear and digital TV buys

Advanced cross-screen planning and reporting tools like the Yahoo Unified TV Report enable brands to understand incrementality across several dimensions to optimize their buys, including by publisher, network, audiences, KPIs, and more.

Solution 2

Follow the user journey across screens with CTV identity resolution

Leverage household-level forecasting and set and measure ad frequency by household.

Retarget users reached on CTV across their other devices to drive them down the sales funnel.

Solution 3

Link ad exposure to purchase data

Integrations with trusted data providers like Catalina power in-flight sales analysis for CTV and other omnichannel campaigns, enabling marketers to connect the dots between online ads and offline sales.

Analyze and optimize for near real-time campaign performance.

Defining incremental reach

Incremental reach refers to viewers being exposed to an ad on one format but not on another format. Minimizing overlapping reach between CTV and linear TV drives efficiency and unique reach.

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Drive performance with actionable insights

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New, robust insights provide more granular data on the impact of digital ad exposure across closed-loop sales lift and brand awareness. The case examples below show what happens when that works.

- A leading CPG brand wanted to drive incremental reach beyond linear TV. They used VIZIO Inscape TV exposure data to suppress audiences reached through linear TV campaigns, then used the Yahoo Unified TV Report to compare its new strategy vs. its existing CTV targeting strategy.

75% Incremental households reached (CTV audience not reached on linear TV)
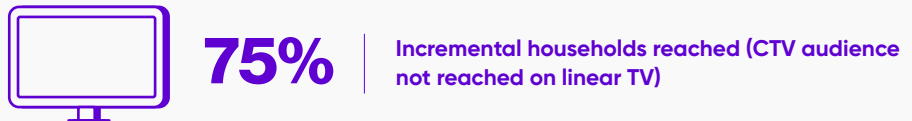
- A national electronics brand partnered with Yahoo DSP and VideoAmp to drive and measure incremental reach. Outcomes included:

$4.7 million in cost savings

77% on-target CTV reach for 18–49 year-olds

- A household CPG brand recently used in-flight sales analysis to measure sales lift versus benchmarks from CTV campaigns.

2.5x Higher conversion rate vs. benchmarks

19% Avg. frequency of ad exposure

- An online university was able to identify which publishers drove the most incremental reach and allocate TV budgets toward those publishers.

41% search lift for the university
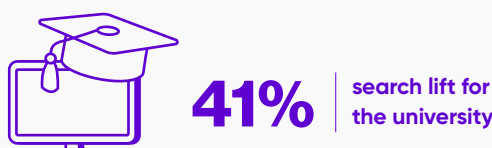
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Building CTV for 2022 and beyond

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The CTV ecosystem is scattered — from TV manufacturers to networks and streaming services to MVPDs and aggregators.

It'll take strong partnerships across the CTV landscape to achieve holistic and trustworthy measurement, opening the door to transparency and flexibility.

Click the button below to discover how to connect with more CTV viewers.

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