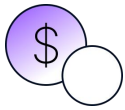


# Are your CTV campaigns truly driving incremental lift?

Identifying how much your CTV campaign impacts your marketing KPIs can be challenging. Attribution reports can't isolate the impact of CTV campaign because other marketing channels can inflate your website metrics. Media mix models can help, but they are **expensive** and **time-consuming** to run and don't provide the certainty of a targeted experiment.

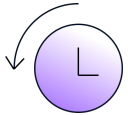
Simulmedia's Incremental Lift Studies lets you measure the true impact of your next CTV campaign and how it affects the **KPIs** you care about, whether that's **visitors**, **conversions**, or **app installs**. You can quickly set it up for your next CTV campaign.

## Benefits



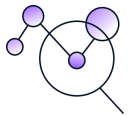
### Defend your CTV budgets

Incremental Lift Studies sets up a running experiment that holds everything else equal but isolates the impact of your CTV campaign. Thus, measuring incremental lift is as accurate as it gets – enough to satisfy your CFO.



### Easily Set up Your Experiment

With just a few clicks to configure your study, you can set up an Incremental Lift Study on your next CTV campaign in a few minutes.



### Optimize on Factors that Drive Lift

You can dig into the publishers, dayparts, and creatives driving the most lift and double down on these performance drivers for your next campaign.

## Case Study

### Problem:

A leading pet care brand struggled to measure CTV's actual effectiveness. They distrust attribution models because they cannot isolate CTV from other channels.

### Solution:

They signed up for Incremental Lift Studies, allocating 5% to the control group that received a PSA ad. After the campaign ran, their CTV campaign showed a 41% incremental lift over the control group, and they were able to drill down and see which publishers were driving the highest lift

*We're looking for  
what TV drove, not  
what TV touched.*

– Director of Growth  
Marketing at Leading

**↑ 41%**  
Incremental Lift

## A Closer Look

1. We split your target audience into a test group that is exposed to your creative and a baseline control group that is unexposed to your campaign. In this case, our holdout control group is 5%. Compared to this baseline, the test group has 18K+ more conversions (a 41% increase) with a cost per conversion of \$11.62.

2. Conversion rates for the test group stand at 1.99% – significantly more than the conversion rate of the control group (1.41%).

3. The incremental lift can be calculated at more granular levels, such as by publisher.

Holdout Percentage

5%

Incremental Lift

18,303

Incremental Conversions

+41.35%

Cost per Incremental Conversions

\$11.62

1

2

Control Group

Conversions Rate

1.41%

Test Group

Conversions Rate

1.99%

### Individualized Performance

Publisher

Incremental Lift

FOX News

+445.3%

Vevo

+115.8%

Tastemade

+149.1%

Fubo TV

+148.4%

Frndly TV

+145.6%

DirectTV Stream

+135.3%

FOX Entertainment

+135.2%

3

Incremental Lift Studies provides a defensible, golden standard for measuring the true impact of your CTV campaigns. It's the same methodology used for clinical trials and will be good enough for your toughest budget conversations. Talk to your client success representatives to learn more, or contact [sales@simulmedia.com](mailto:sales@simulmedia.com).