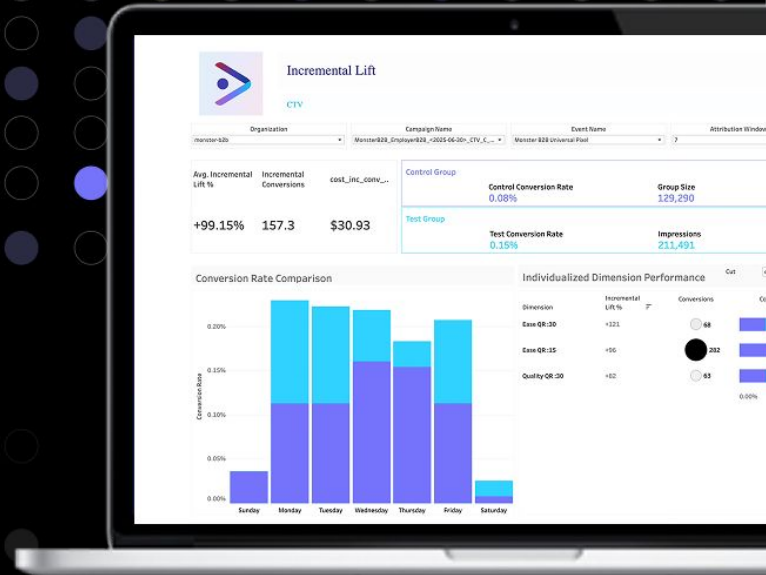


# CTV Incremental Lift

Prove the Real ROI of Your Streaming Ads



As streaming video investment grows, brands need more than impressions — they need proof that ads drive business outcomes.

Now available for CTV: Simulmedia's Incremental Lift Report—previously exclusive to Linear TV.



## What is it?

Incremental Lift shows how many conversions (visits, installs, purchases, etc.) were **truly driven by your CTV campaign** — not just correlated with it.

It isolates the effect of CTV exposure by comparing:



**Test Group:**  
Viewers exposed to your ad

vs



**Control Group:**  
Lookalike viewers to the test group who weren't exposed to your ad

Built on rigorous test vs. control methodology, this approach delivers **causal insights—not assumptions.**

# What's New?

Measure incremental lift across programmatic streaming ads, not just linear buys



Publisher



Hour  
of Day



Geo



Day of Week



Creative



Genre

## Why It Matters?



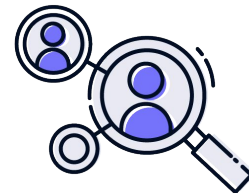
### **Prove CTV ROI**

Demonstrate value to leadership with credible, test-based lift metrics



### **Optimize Campaigns**

Refine targeting, flighting and messaging based on real performance, not guesswork



### **Uncover Hidden Drivers**

Identify which publishers, times, or creatives are boosting conversions the most