

SPOTX +  Digitas

spotx.tv



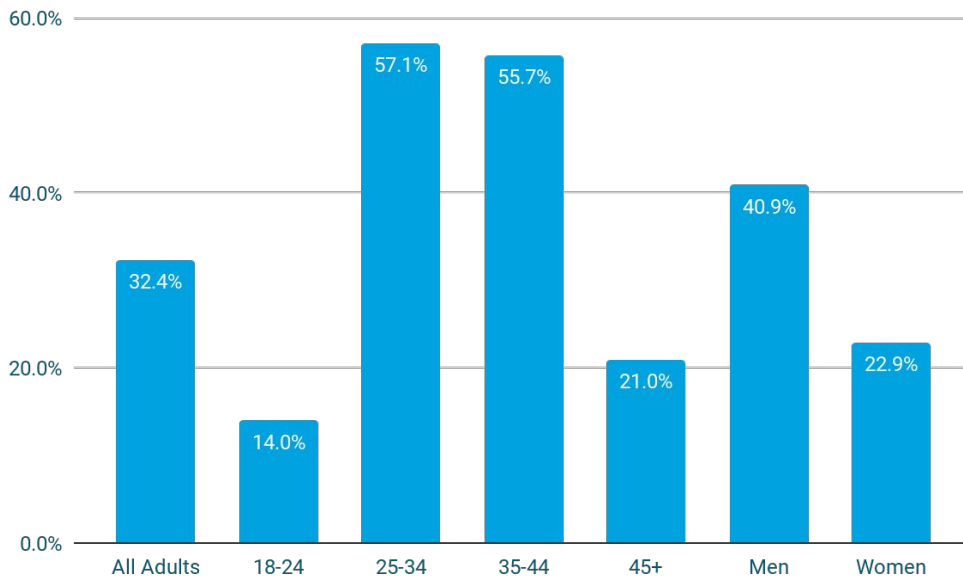
SpotX teamed up with Digitas to track audience profiles and incremental user reach across CTV for Under Armour.

Here's how it worked.

**UNDER ARMOUR**

Under Armour tasked Digitas and SpotX with promoting new workout products by tapping into the power of CTV advertising. The campaign delivery was executed in the build up to a world heavyweight boxing match streamed around the world.

% OF DEMOGRAPHIC GROUP UNREACHABLE VIA LINEAR TV



AudienceProject 
techedge

Utilising the MetriX solution, SpotX was able to report which audiences were reached only by the CTV campaign and not by the corresponding linear TV activity.



UNDER ARMOUR CAMPAIGN GOALS:

Reach the “focussed performer” audience through connected TV devices

SpotX created a bespoke curated marketplace, allowing the brand to access multiple premium CTV publishers through one access point.



AUDIENCE PROJECT CTV MEASUREMENT:

SpotX applied **Audience Project** analytics across the campaign to gain useful audience insights. Reporting showed the audience profile skewed towards an older men with approximately 2-3 people in the household.

SPOTX METRIX REPORT

SpotX produced a MetriX report which showed the incremental user reach of the campaign. This was achieved through SpotX's unique partnerships with Audience Project and TechEdge.

MetriX reporting compared reach figures of Under Armour's linear television activity with SpotX CTV activity by merging BARB data and Audience Project data within TechEdge AXMs module.

The results of the MetriX report showed that from 1.4m SpotX CTV impressions delivered, **104,000 incremental in-target households** were reached.

Additionally **32%** of total users reached were digital only viewers, who would be **unreachable across linear TV**.



104K

Incremental
households



32.4%

unreachable on
linear TV



56%

of 25-44 year olds
were digital only

Under Armour and Digitas acknowledge the value and importance of CTV in the current marketing climate, making it a staple on all media plans. The results from this study not only demonstrate the effectiveness of this channel, but the incrementality that it can drive – ensuring that Under Armour appears in front of the user at the right place and the right time.

— Emma Jensen, *Director of Programmatic, Digitas*