



centriply

**LOCATION-BASED ADVANCED TV Use Case:**  
205 ZIPs, tight planning timeline, CPM goal under \$25

# No crying over spill here!

## 96% on-target Linear TV ad campaign

### THE ASK:

#### **CAMPAIGN GOAL:**

Stay focused: as little spill in coverage as possible

Budget \$364,000 to cover 205 ZIPs, for 10 weeks, CPM under \$25

*Oh, and they need the plan, fast!*

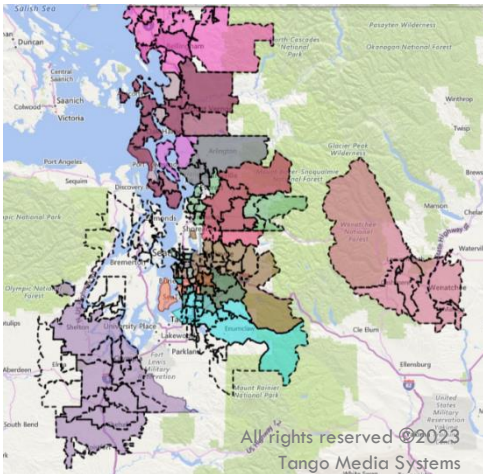
### THE INSIGHT: What's a bit of spill among friends?

We're transparent in our proposals, showing audiences, networks and location, no obscuring. Our planners got to work. Hours later, our team, with a little help from our ad tech and proprietary data, returned a compelling ATV proposal.

**THE RESULTS:** 14 Million impressions from 95.7% on-target coverage and that included *only* the requested ZIPs for the impression count. We even showed the list of ZIPs that received the tiny 4% spill.

### AND plan CPMs were \$22.

See, TV campaigns can be reasonable.



Left: Centriply's own TangoGEO map illustrates on-target ZIP Codes (+ cable coverage) for this project. Our proprietary ad tech, Tango Media Systems, lets us "map" out plans visually, to show clients what's in, out, where it's worth the \$\$ and where it may not be.

### The Numbers:

**14** OF THE RIGHT SYSTEMS MATCHED

**205** ZIPS COVERED

**96%** ON TARGET IMPRESSION DELIVERY

**4%** SPILL OVERALL

**12** ZIPS W/SPILL

**14 MILLION** IMPRESSIONS

**90+** REACH

**14+** FREQUENCY