

CASE STUDY – TiVo Xtend™ CTV

TiVo Scores Online Sales Lift from Golf Enthusiasts with Data-Driven CTV Advertising

Objective: Drive awareness for TiVo's new *Stream 4K* dongle, and boost device sales.



Strategy: Reach sports enthusiasts during a premier golf tournament broadcast, then retarget exposed audiences with a promotional offer on CTV golf channels.



Tactics: **Content Affinity:** Target active golf enthusiasts as they stream relevant content by activating TiVo's linear viewership data on premium CTV inventory.



Sequential Targeting: Identify households exposed to our linear TV ad and build frequency by digitally retargeting them with a secondary promotional offer.



Conversion Attribution: By matching IP addresses to online sales during the campaign window, we attributed sales lift from households exposed to the ad.



Solution: **CTV Advertising:** Powered by our first-party, deterministic STB viewership data, our premium CTV inventory allows advertisers to build custom audiences to bridge the gap between linear and digital, and add incremental impact to any campaign.



Results: **+25% Lift in *Stream 4k* Sales**

