

# Network Sports Tune-In Report



- VIZIO successfully drove a lift in game day tune-in
- VIZIO brought a new, unique audience to the campaign
- Targeting segment was impactful for tune-in



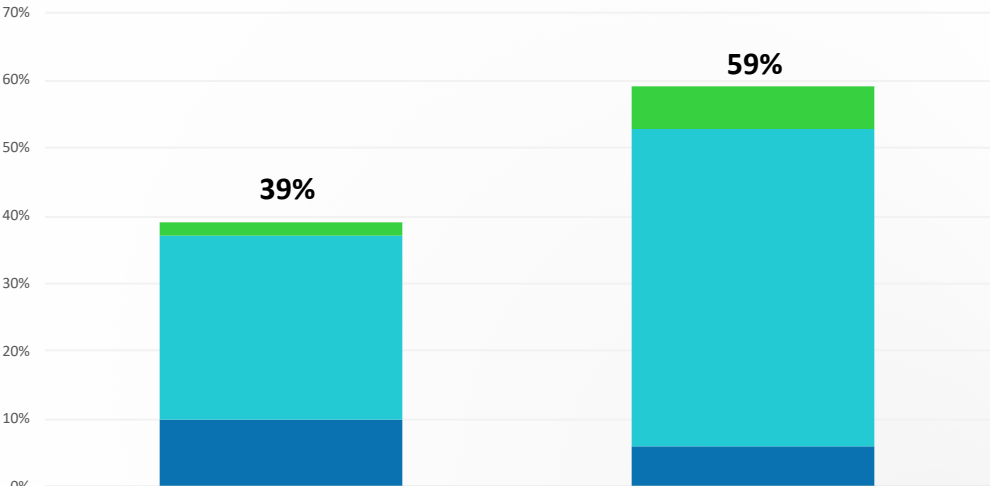
Campaign Reached Majority of IO Target Audience



# 59% of Football Sports Viewers Reached by Campaign



Campaign Reach

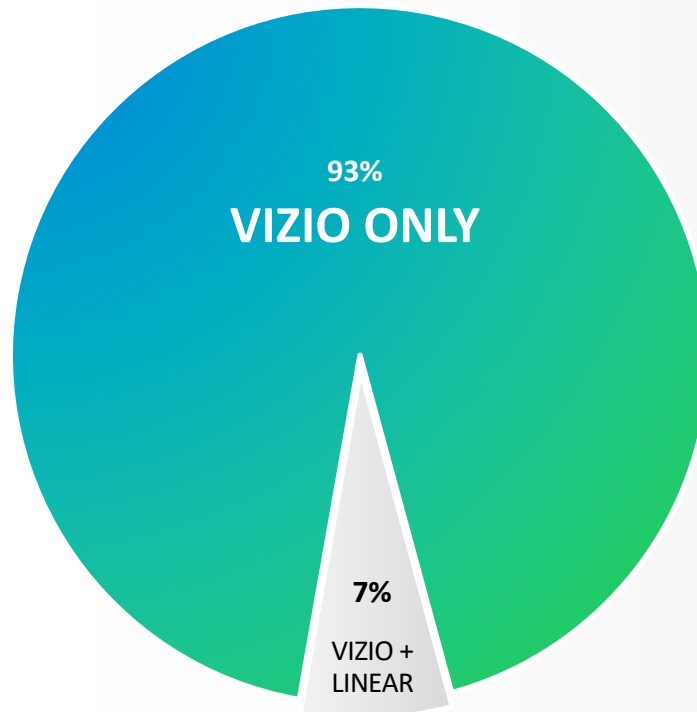


	All SmartCast TVs	Football Sports Viewers
Linear + VIZIO	2%	6%
VIZIO Only	27%	47%
Linear Only	10%	6%

# 93% Unique Reach

93% of TVs reached by VIZIO campaign weren't reached by linear campaign

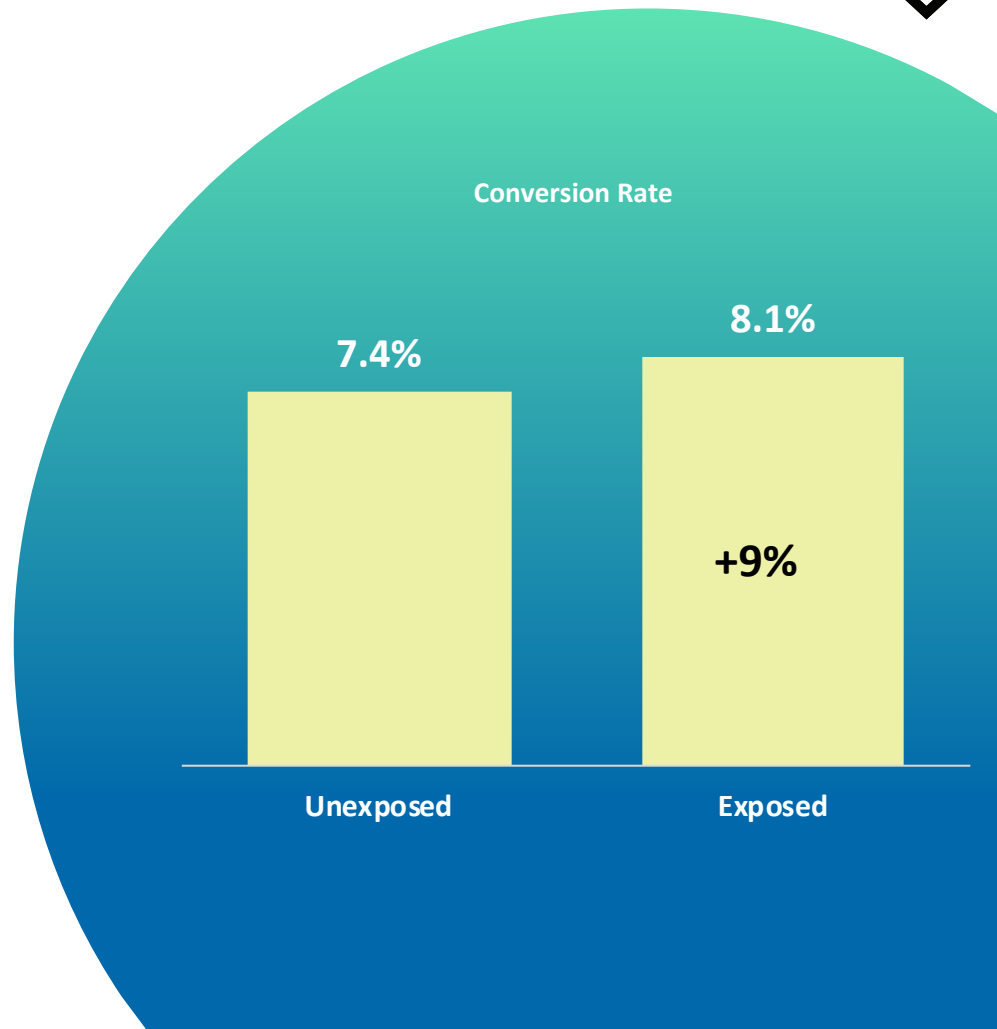
VIZIO Campaign Reach Mix





## VIZIOAds Drove 9% Lift

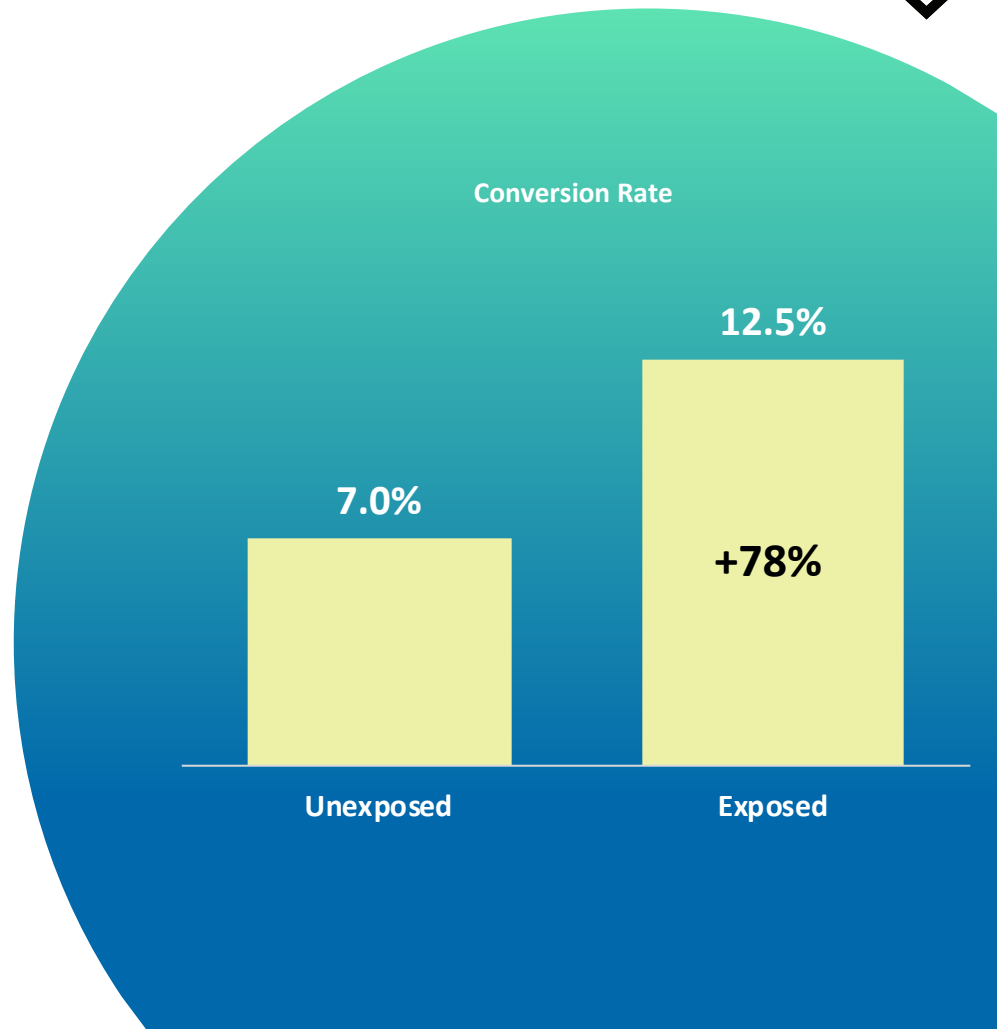
Engaged Smartcast TVs exposed to the campaign were much more likely to tune into the game than those that weren't





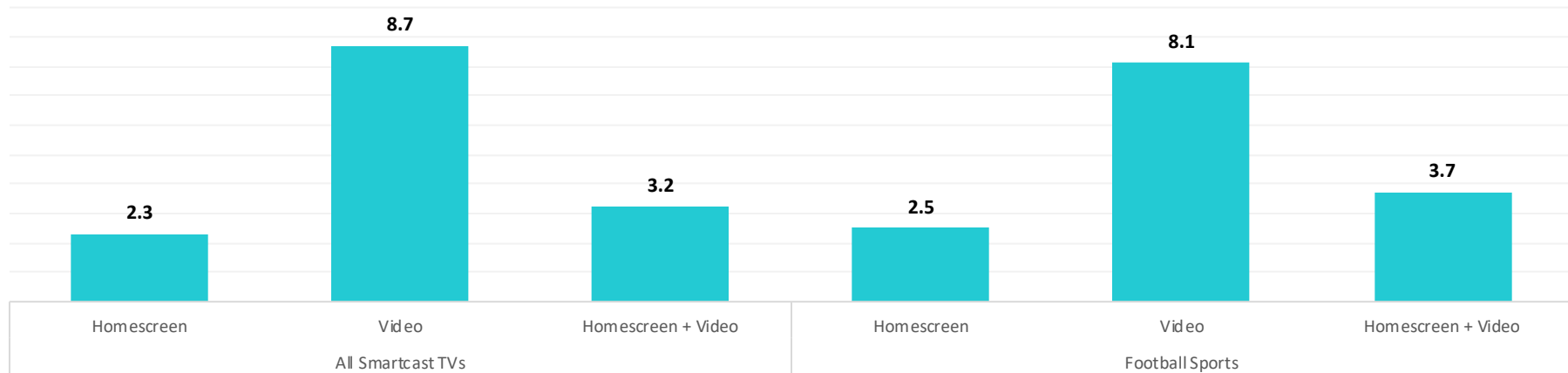
## VIZIOAds Drove **78% Lift** Among Football Sports Viewers

Football Sports fans exposed to the campaign were much more likely to tune into the game than those that weren't





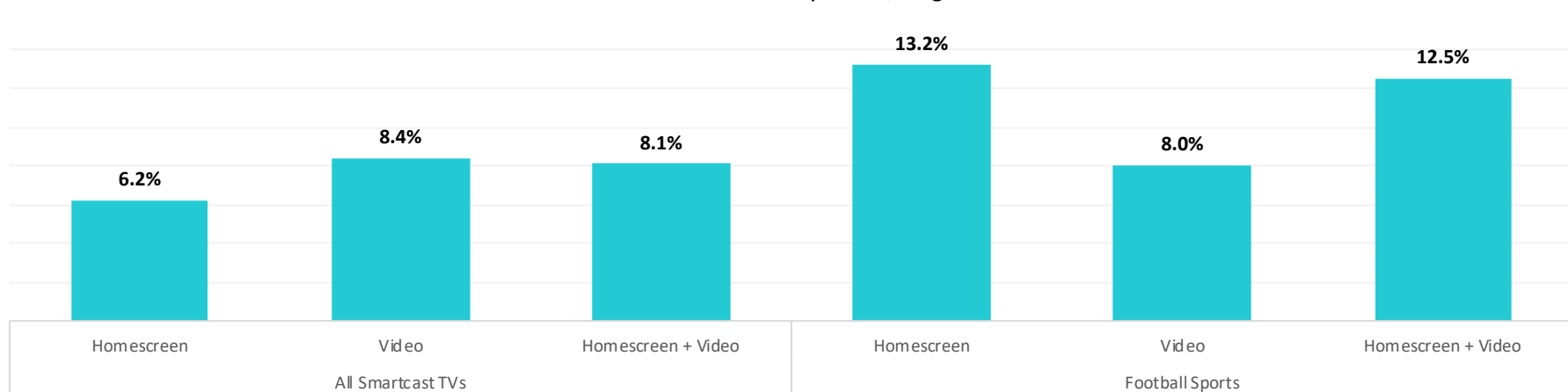
Frequency by Tactic/Target



**Video** Drove Highest Frequency



Conversion Rate by Tactic/Target



Football Fans Responded Well to  
Homescreen Banner





- Exploring targetable rotational homescreen to get higher frequency and better engagement
- Expand CTV video to a 5-day flight vs a 2-day flight for better managed frequency. *(reduce frequency for example from 9 to 5)*
- Continue to do game day homescreen takeovers



# Thank You

**Sean Booker**

[Sean.Booker@vizio.com](mailto:Sean.Booker@vizio.com)

**Crystal Smith**

[Crystal.Smith@vizio.com](mailto:Crystal.Smith@vizio.com)