

Measurable at Last: The Link Between OOH and App Downloads

Turner Tests Out-of-Home Campaign Effectiveness
For NCAA March Madness Tournament



Your Speakers



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Polling Question #1

In 6-12 months time, my marketing priority will be to:

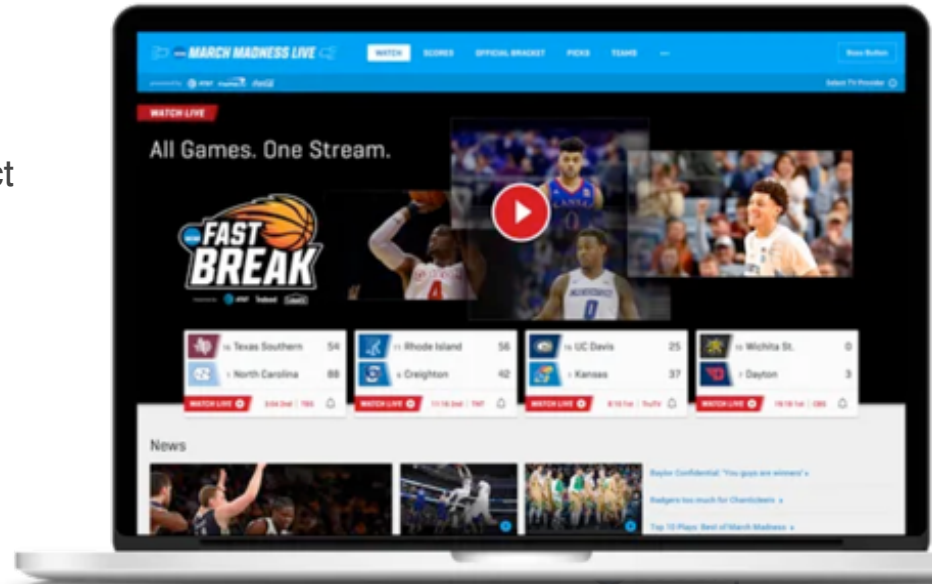
- 1) Adopt a “test and learn” marketing approach that incorporates new channels
- 2) Focus on cross-channel measurement of my existing channels
- 3) Drive downloads of a branded or event-based mobile app
- 4) Other / None of the above

Situation

Turner Media Group planned an Out-of-Home campaign in four key markets with the goals of:

1. Increasing consumption of NCAA March Madness.
2. Increasing engagement through downloads of the NCAA March Madness Live app, bracket completions, and live video streams.

Turner Media Group was interested in testing Cuebiq's solutions to prove the campaign's impact on their goals and to gather audience insights on the media they bought from Clear Channel.



Solution

Cuebiq partnered with Kochava to measure whether the Out-of-Home campaigns drove tune-in to March Madness, as well as how effectively the campaign drove NCAA March Madness Live app downloads and engagement. The custom solution provided Turner insight into the questions:

- Did consumers exposed to the campaign tune in to any of the games?
- Did they continue watching?
- How successful was OOH in driving app downloads?



Polling Question #2

I utilize OOH as a part of my marketing strategy:

- 1) Occasionally (1-2 times per year)
- 2) Seasonally (3-4 times per year)
- 3) Consistently (5+ times per year)
- 4) Never

How it Works | Measuring OOH Exposure

How accuracy, scale and transparency unlock footfall attribution for OOH



Viewing Distance

First, the cone of exposure is set

Direction of Travel

Then, we determine if a user's travel path puts them in the correct viewing position

Roadway

Lastly, we analyze users' travel paths to confirm their roadway of travel

Polling Question #3

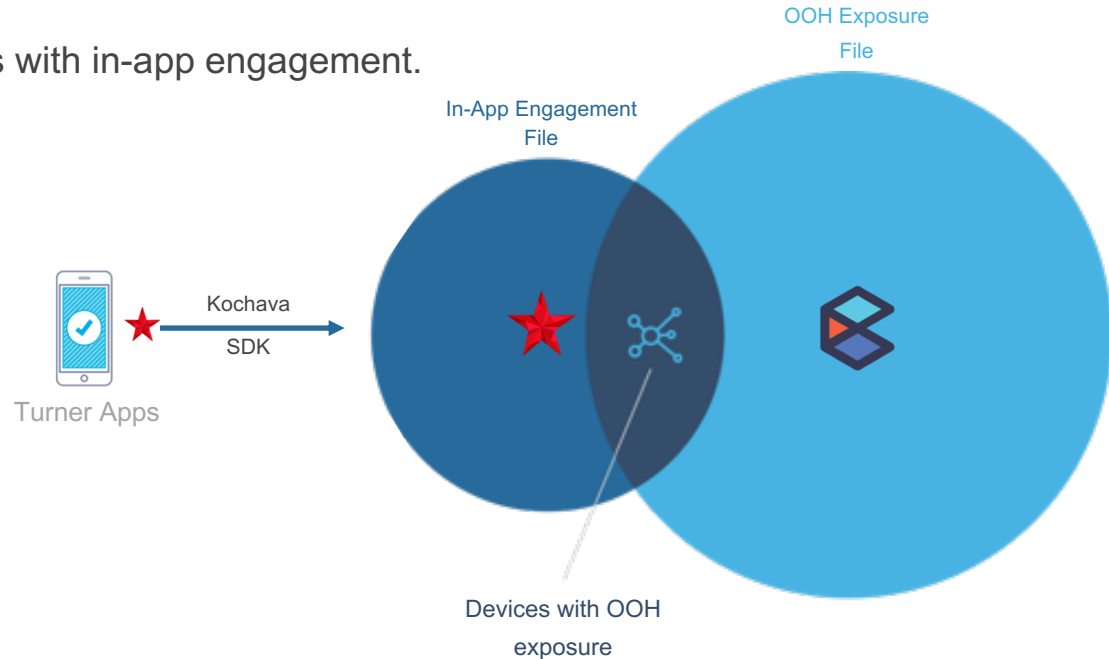
I am interested in strategies that allow me to quantify the promotion of a branded or event-based app:

- 1) Yes
- 2) No
- 3) Not yet

How it Works | Cohorting Exposed Devices

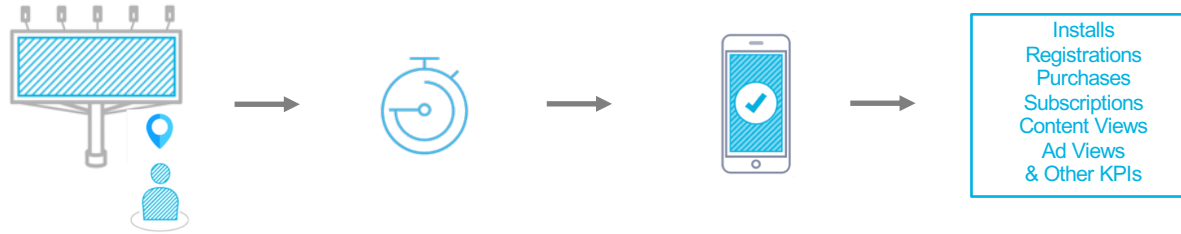
Kochava cohorts OOH exposed devices with in-app engagement.

1. Cuebiq OOH exposure file containing MAIDs is onboarded to Kochava.
2. Kochava measurement data for Turner Apps is joined to OOH exposure file.
3. Matching MAIDs are identified, creating an eligible cohort for attribution consideration.



How it Works | Performing Attribution

Kochava correlates all OOH exposure to resulting down-funnel conversions.



OOH
Exposure



Within
Lookback
Window



App
Engagement
Post Exposure



Eligible
Conversion
Events

Key Takeaways

VIEWERSHIP INSIGHTS

- The OOH campaign drove the highest number of viewers in the Chicago DMA, followed closely by Atlanta.
- Billboards located in gyms and bars were most effective in driving viewership.

APP PARTICIPATION INSIGHTS

- App downloads from users exposed to OOH was consistent across demographics with a near 50/50 male vs female split and a slightly higher download rate from the 46-55 age group.
- Exposed users showed strong engagements rates within the MML app, with a ~65% download to bracket completion rate and over 10x video streams per download.

“By working with Cuebiq, we were able to obtain media agnostic and detailed performance data for our Out-of-Home Campaign, which gave us new insights that can help with future planning.”

turner

Questions?

Thank You!



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