

# American Signature Inc. boosts sales with Connected TV

Reach cord-cutters with controlled reach and frequency at the household level

## Challenge

Major furniture retailer American Signature Inc. (ASI) was interested in extending existing traditional TV creative assets across new and emerging formats. ASI wanted to streamline campaign workflow, measure the attribution of big screen ad investments, and ultimately uncover insights into their customers' journey.

## Stephen Haffer

CEO/EVP of Omni-Channel Customer Engagement at American Signatures Inc.



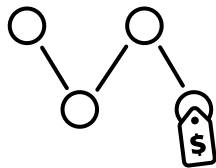
## Solution

ASI partnered with dataxu and utilized its TouchPoint™ platform to run a Connected TV campaign with the following objectives:

- Reach highly engaged cord-cutters in ASI's key markets with controlled reach and frequency through targeting at a household level.
- Link CTV campaign impressions to online shopping behaviors and purchases across all relevant customer devices (desktop, tablet, mobile).

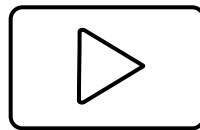
## Results

### Attribution: 5X ROI



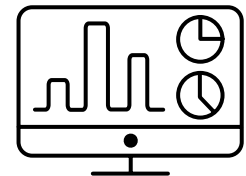
Based on sales directly attributed to CTV

### Completion rate: 95%



Due to high engagement of CTV, 95% of ads were viewed to completion

### Optimal frequency



Conversion rate saw diminishing returns after 18 exposures per week

### Purchase behavior



90% of online purchases occurred within 20 days of CTV exposure



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