



Leveraging Streaming Platform  
Advertising to Maximize Your Revenue



# Meet The Speakers



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# Partnership Background



Digital  
Remedy®



**Blue  
Apron**

# What is OTT/Streaming TV?

OTT content is consumed in a similar way to cable—the difference is that it is streamed over the internet.

TV isn't just TV anymore; traditional television has evolved into the over-the-top (OTT) experience. The viewer, who is now the programmer, has more options for viewing than ever before.

## The Evolution of How People Watch TV



**Note:** OTT refers to the **type of content being viewed**—not the devices being used to do so.





# The Shift To Streaming

CTV is one of the fastest-growing media channels, with nearly 400m CTV devices in U.S. TV households<sup>1</sup>

- **Cord Cutting:** With more households cutting the cord and bidding traditional cable farewell, non-pay TV households are expected to surpass pay TV ones by 2024
- **Device Ownership:** **80%** of U.S. TV households have at least one Internet-connected TV device<sup>1</sup>
- **Viewing:** Streaming now accounts for **26%** of all time spent on TV
- **Ad Spend:** U.S. CTV ad spending will reach **\$19.10b** this year
  - CTV accounted for nearly 1 in 10 U.S. programmatic display ad dollars in 2021
  - By the end of 2025, **CTV ad spending will be more than half of linear TV** ad spending

# How Is OTT Viewed?

With OTT, viewers have control over how, what, when, and where to watch.

## 1 Ways to Connect



Smart TV



Connected Device



Gaming Console



Smartphone, Tablet, Desktop, or Laptop

**Note:** CTV refers to the **internet-connected devices** that are being used to view OTT content (exc. Mobile and Desktop/Laptop).

## 2 Which Publisher to Watch



Viewers access content through an app or a MVPD (Multichannel Video Programming Distributor).

## 3 Types of Content



On Demand Content



Live TV

# CTV is the Future of Performance Marketing

Solves measurement challenges, provides scale, precision, recency, and relevance capabilities while driving strong returns.

The pain points in search and social media don't have to apply to the CTV landscape



Saturation of the market



Transparent reporting



Attribution across media types



# DTC + CTV/OTT Advantage

82% of DTC shoppers take action after seeing an ad on OTT/CTV<sup>1</sup>

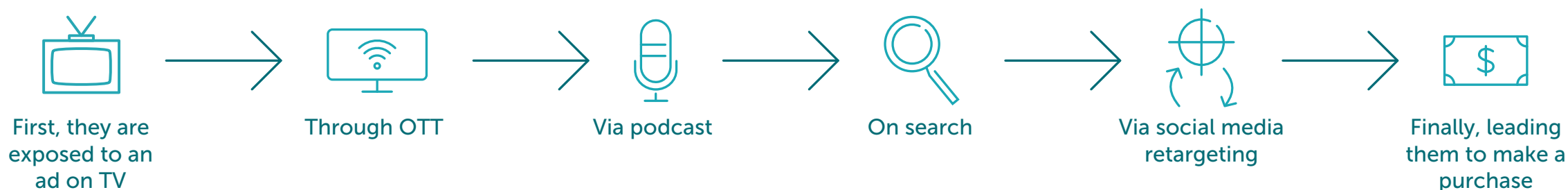
- **85%** of DTC shoppers watch streamed content every week, spending 13 hours watching streamed content on OTT/CTV<sup>1</sup>
- DTC shoppers are **60% more likely** to seek out more information after being exposed to an ad and **2x more likely** to purchase the product<sup>1</sup>
- **29%** of direct-to-consumer marketers who aren't yet spending on **OTT/CTV** say they plan to do so in the future<sup>2</sup>
- **43%** who have already dipped their toes in the **OTT/CTV** space say they'll spend more in the first half of this year<sup>2</sup>



# Modern Consumer Journey

Very rarely does someone convert after only a single ad exposure

In the modern age of marketing across platforms, devices, and channels, the typical retail consumer requires an average of **56 touchpoints before making a purchase**. Marketers need to know exactly which campaign variables are effectively driving desired action among consumers.





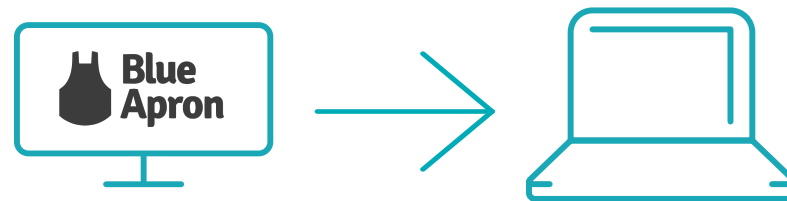
# Evolution of Attribution

Attribution for OTT advertising continues to develop, providing campaign insights previously unavailable with traditional TV.

The ability to understand how consumers are interacting within the purchase funnel is essential to prove the value of your ad spend.

The transition to digital has provided marketers with new tools and technology to revitalize marketing attribution models, making it possible to track each step of the customer journey.

In fact, multi-touch attribution has become very valuable in today's retail environment.





# The Impact of OTT/CTV

CTV/OTT offers the perfect ad environment to connect with engaged consumers at the right time, in the right place, in the right mindset.

This media channel offers many benefits for direct-to-consumer and subscription-based brands:



Inherently  
Addressable



Non-Skippable  
Ads



Measurable  
Beyond VCR

# Types of Creatives

DTC brands can leverage different creatives based on your unique campaign goals.



Brand-Focused



Direct Response





# Meet Flip, A Performance OTT Stack

Digital TV advertising with ROAS tracking

Three things set Flip apart from every other OTT solution in the industry:

1. **Direct Deals with Premium Streaming Services and Channels** – Partnerships and preferred pricing with the most premium publishers in the industry to create a scaled and affordable marketplace to buy OTT inventory.
2. **Full-Funnel Attribution** – Every impression of your OTT campaign is traceable to a conversion—whether it's a store visit, a site purchase, an app install, or lead generation.
3. **Best-in-Class Optimization** – Combine computer intelligence with over a decade of creatives, geos, audiences, and dayparts, raising ROAS or lowering CPA's on your CTV campaign, in real time.

**450%**

Average Return  
on Ad Spend

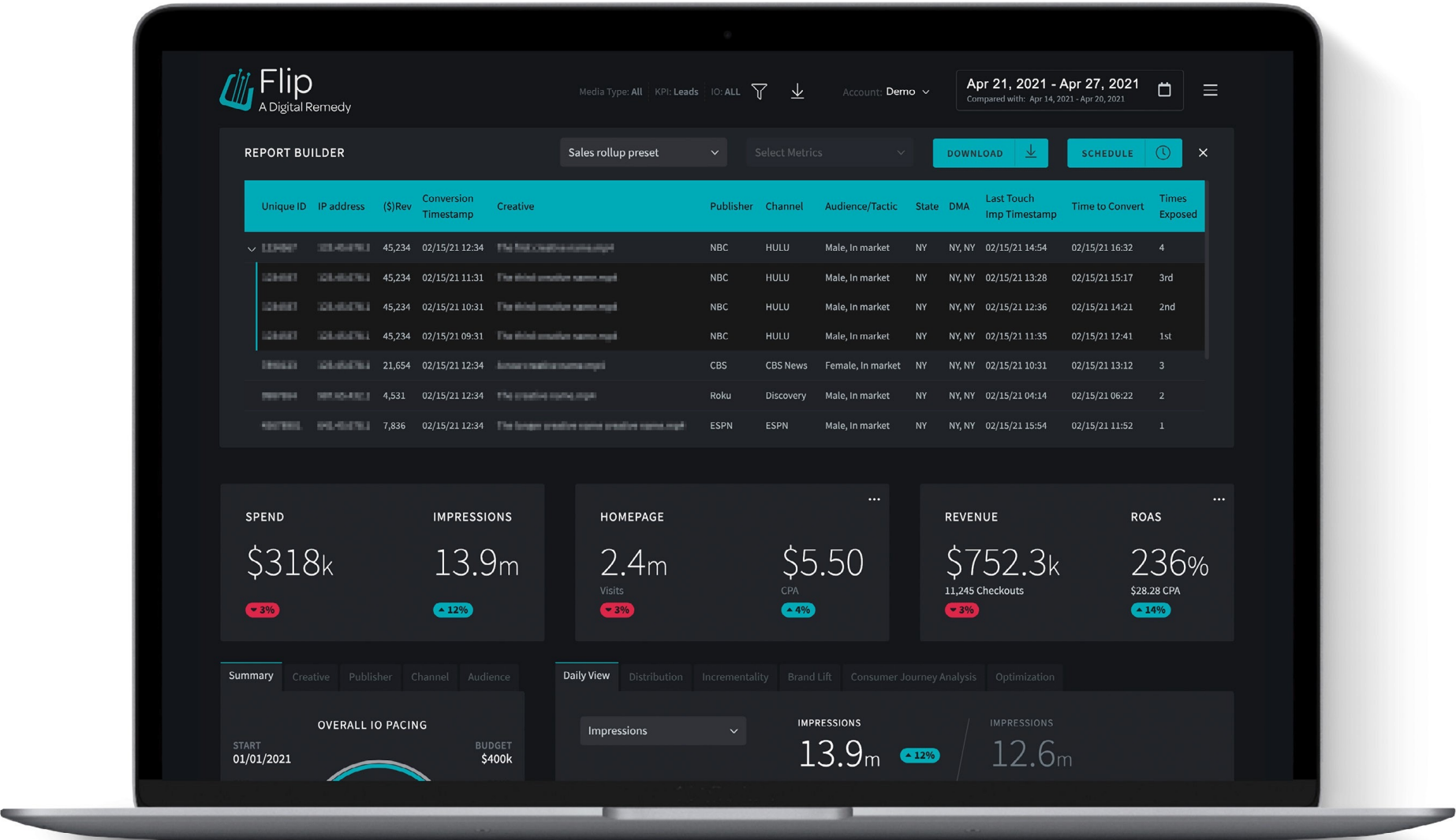
**15%**

Average Sales Growth  
for Ecommerce Brands

**350%**

Average Incremental  
Subscriber Lift

# The Flip Dashboard



# Optimize Towards KPIs That Matter

Track actions, not just views

The Flip OTT solution optimizes campaigns in real time—pinpointing exactly where actions are coming from by **tracking impressions (aka ad views) to conversions (aka physical results)**.

Conversion events that can be tracked through Flip include:



## Subscriptions

Track which CTV ads are directly resulting in new subscribers to your products and services



## Cart Amounts

We will send you a pixel to place on your order confirmation page and match every checkout to a CTV impression.



## Site Visits

We will send you a pixel to place on your website and track all the traffic that resulted from your CTV campaign.



## App Installs

With our proprietary software, we can ingest and match your install logs to every CTV impression.

# Any Questions?





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# Thank You.

We look forward to working with you.

For additional information, visit [www.digitalremedy.com/flip](http://www.digitalremedy.com/flip)



# Who We Are

Leveraging 20+ years of experience, Digital Remedy offers unmatched proficiency and scale

## Full-Service Account Management

Our dedicated Account Team provides 24/7 strategic support to address the business needs of every size client

## Perfect Harmony of People and Technology

Our people and products work hand-in-hand, because the competitively intelligent processes we leverage would be nothing without our talented, hands-on team to run them

## Brand Safety / Privacy Compliancy

Access to trusted inventory sources, privacy-focused targeting tactics, and brand protection through verification partners

## Custom Campaign Performance Reporting

Leveraging real-time optimization, our comprehensive dashboards provide a unified view of campaign insights

## Tenets of Success



Premium Inventory



Viewability



Brand Safety & Fraud Protection



Real-time Optimization



Transparency



Unique, Cross-Channel Programs