Everything You Ever Wanted To Know About Frequency

A TV STREAMING META-ANALYSIS
THAT AGE-OLD QUESTION:

What frequency level should I aim for?
The Answer:

There’s no short answer.

Many factors, like audience, category, creative, and maturity of the brand, dictate what frequency level is best.

Newer platforms like TV streaming introduce frequency capping at the household level. As a result, old concerns about the one-to-many linear distribution of ads in linear TV do not apply. New rules and research are required to update industry knowledge for the streaming age.
We Conducted A Meta-Analysis

Massive US Scope

- 53 TV Streaming Campaigns*
- 14 Verticals
- 36,832 Survey Responses

Our Metrics

- Aided Ad Recall
- Message Association
- Brand Favorability
- Purchase Intent

*2021-2022 Roku campaigns. Campaigns ranged from 1 month to 10 months. Avg. length = 2 months
Our Approach

**MEASURE**
IPG TV streaming campaigns ran, exposures tracked, and viewers surveyed to measure branding impact

**COMPILE**
All datasets merged for meta-analysis

**ANALYZE**
Modelling used to identify optimal frequency levels & incremental impact for each brand metric
Legend: How To Interpret

The circle is the sweet spot, where impact is greatest and incremental impact/gains begin to decrease.

Note: Decreasing incremental impact is simply diminishing returns and does not indicate declining metrics. It indicates a smaller amount of impact as a result of each exposure.

Solid line: Brand metric %
Raw score (e.g., the % likely to purchase the brand)

Dotted line: Incremental impact
Marginal change in metric as a result of an additional exposure
TV Streaming Frequency
A BIRD’S EYE VIEW
Greatest Impact On Ad Recall From 10 – 15 Exposures

In general, aim for 10–15 exposures for memorable ad experiences.

Total Audience | Impact on Aided Ad Recall

- % Recall
- • Incremental Impact

Maximum Impact

Number of Exposures

% Recall

Read as: Higher frequency of exposures result in higher recall. Though greatest impact is attained at 10–15 exposures since incremental impact begins to decrease after 15 exposures.

Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.
Incremental Gains Build For Message Association

When aiming to drive home a key message, brands should aim for a high frequency to take advantage of growing impact or explore ways to maximize awareness earlier (e.g., message consistently appearing in all ads, appearing more prominently in ads)

Read as: Higher frequency of exposures result in higher message association. Incremental impact also increases with each additional exposure. Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.
Each Added Exposure Contributes To Lower Funnel Metrics

Brand Favorability:

- % Strongly/Somewhat Agree vs. Number of Exposures

Purchase Intent:

- % Strongly/Somewhat Agree vs. Number of Exposures

Total Audience | Impact on Persuasion Metrics

% Strongly/Somewhat Agree
However, Initial Exposures Are Creating The Biggest Impact

Brand should lead with creatives that have a clear call-to-action, given the first few touchpoints can have the biggest impact.

![Brand Favorability Graph]

![Purchase Intent Graph]

Read as: Higher frequency of exposures result in higher brand favorability and purchase intent. Greatest impact can be attained very early on as incremental impact begins to decrease very early. Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.
Many Factors Impact Optimal Frequency

**Audience**
- Who is being reached? Consumers in-market for the product? Potential new customers?

**Type of Brand**
- How mature is the brand?
- What is the industry vertical?

**Campaign Length**
- How long is the campaign?

**Creative**
- How many different versions of creative are being used in the campaign?
With Relevant Targeting, Brands Can Achieve More At A Lower Frequency

Brands can leverage 3P data to reach viewers who are in-market for the advertised product and save on frequency.

In-market audiences were identified from the survey questionnaire.

When reaching a broad audience, 15 ad exposures are needed to achieve what 4 exposures can among those in-market.
Peak Impact Occurs Between 1 – 7 Exposures For Those In-Market

Incremental impact sets in much earlier, around 7 exposures for those in-market vs. at 15 exposures for total audience (as per slide 8).
67% Savings

Cost Savings Outweigh The Higher CPMs For Advanced Targeting Due To More Efficient Frequency Impact

In-Market Audience (3P Data) CPM
At Frequency = 4

Total Audience (P2+ Data) CPM
At Frequency = 15

Cost estimates provided by Roku
For Existing Customers, Impact Peaks Especially Quickly

Brands should aim for 2-3 exposures to persuade those who may only need a refresher exposure.

Existing Customers | Purchase Intent

- % Strongly/Somewhat Agree
- • Incremental Impact

When reaching existing customers, 2-3 exposures are sufficient at driving greatest impact on purchase intent. Incremental impact begins to decrease early on.

Existing Customers = People who’ve purchased the brand before
Existing Customers were identified from the survey questionnaire
Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.
When Reaching Existing Customers, Leverage Multiple Creatives

Among existing customers, multiple creative campaigns prove significantly more effective than a single creative campaign in driving purchase intent.

 Indexed to average (100)

<table>
<thead>
<tr>
<th>Campaigns with 1 creative</th>
<th>Campaigns with 2+ creatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>74</td>
<td>118</td>
</tr>
</tbody>
</table>
Continue Building Frequency To Break Through To Potential New Customers

When using an acquisition strategy, aim for a high frequency

Potential New Customers = People who’ve never purchased the brand before
Existing Customers = People who’ve purchased the brand before
Existing Customers were identified from the survey questionnaire
When Reaching Potential New Customers, Plan By Campaign Length

- For short-term (seasonal) activations, leverage 2–3 creatives to avoid repetitive exposures in a short time frame.
- For on-going campaigns, where the timing of each exposure is more spread out, brands can use a single creative. Serving many versions of creative over a longer time frame may miss out on synergy from exposure to exposure. If brands want to leverage more creatives, we recommend ensuring condensed repeat exposures over time.

<table>
<thead>
<tr>
<th>Campaign Length</th>
<th>Ad Mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–2 Months</td>
<td>Any # of Creative</td>
</tr>
<tr>
<td>3–4 Months</td>
<td>2–3 Creatives</td>
</tr>
<tr>
<td>5+ Months</td>
<td>1 Creative</td>
</tr>
</tbody>
</table>

- Effective at Driving Brand Favorability
- Approximately 2X as Effective at Driving Brand Favorability

Potential New Customers: People who’ve never purchased the brand before.
Potential New Customers were identified from the survey questionnaire.
All numbers are calculated at a frequency of 5.
How Frequency Differs By Type of Brand
Low Frequency Is Enough To Make An Impact For Less Mature Brands

Ads for less mature brands are memorable at lower frequencies, as they are novel. Conversely, ads for more mature brands are consistently memorable regardless of frequency due to their firmly established presence.

![Graph showing Total Audience Aided Ad Recall by Brand Maturity](chart.png)

- **Low Maturity**: Brands with aided brand awareness baselines at less than 30%. Projected up to 5 exposures based on available sample size.
- **Mid Maturity**: Brands with aided brand awareness baselines between 30%–60%.
- **High Maturity**: Brands with aided brand awareness baselines 60% or above.
Diminishing Returns Also Set In Very Early For Less Mature Brands

Total Audience | Aided Ad Recall - Low Maturity Brands

- % Recall
- • Incremental Impact

Higher frequency of exposures result in higher recall. Greatest impact can be attained very early on as incremental impact begins to decrease after 2 exposures.

Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.
More Established Brands Should Plan For A Longer Campaign

For high maturity brands, 5+ month campaigns are significantly more effective at driving ad recall compared to 1 month and 2-to-4-month campaigns.

![Chart showing indexed ad recall for different campaign lengths.]

Indexed to Average (100):
- 1 Month Campaign: 90
- 2–4 Month Campaigns: 98
- 5+ Month Campaigns: 111

Based on 10 exposures
The Implication

In planning frequency, start with your audience strategy, while also considering other factors such as brand maturity, vertical, etc.

Details Matter
Recommended Path When Planning By Audience

**BROAD AUDIENCE**
- Aim for higher frequency (-10–15)
  - Low maturity brand
    - Aim for low (-2–5) to medium frequency (-5–10)
  - High maturity brand
    - Aim for high frequency (-10–15)
- Recommended campaign length 5+ months

**IN-MARKET CONSUMERS**
- Lower frequency (-2–5) is adequate

**POTENTIAL NEW CONSUMERS**
- Aim for higher frequency (-10–15)
  - If running a 5+ month campaign: 1 creative recommended
  - If running a 3–4 month campaign: 2–3 creatives recommended

**EXISTING CONSUMERS**
- 2-3 exposures sufficient
  - Use 2+ creatives at lower frequency (-2–5)

Note: Frequency recommendations are based on achieving meaningful impact. Brand metrics continue to build for these audiences.
- Existing Customers: People who’ve purchased the brand before
- Potential New Customers: People who’ve never purchased the brand before
Each Fin-serv ad is highly memorable up to approximately 6 exposures

Fin-serve brands may want to explore more creative iterations to avoid diminishing returns

Financial Services | Aided Ad Recall

- Incremental Impact

Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.
CPG ads continue to create similar levels of impact up to approximately 10 exposures

Consistent strong impact for CPG may be related to the short purchase cycle

Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.
Auto ads, however, create the greatest impact at much higher frequency levels

High frequency needed could be related to the high consideration nature of the vertical

Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.
The End

THANK YOU!