

TUBI ELIMINATES EXCESSIVE AD REPETITION

ADVANCED FREQUENCY
A TUBI AD PRODUCT



REMOVE WASTE
by avoiding
overexposure



DELIVER
the optimal
brand experience



MAXIMIZE REACH
to underexposed
households on Tubi



CASE STUDY: RETAIL



Working with a large international retailer, Tubi implemented Advanced Frequency Management (AFM) to cap exposure at the brand level, regardless of demand source

INCREASED Unique Reach

56%

increase in unique devices reached on campaigns using Advanced Frequency Management

PREVENTED Over-frequency

20M

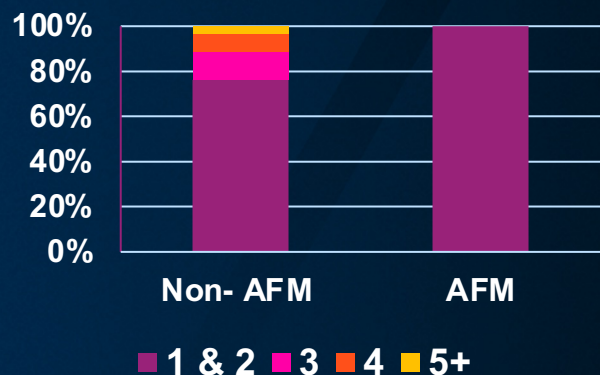
ad pods across **20 partners** were prevented from serving excessive impressions.

DECREASED Cost-Per-User

40%

reduction in cost per unique user delivering **maximum ROI** for the brand through AFM

FREQUENCY Distribution Impact



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CASE STUDY: INSURANCE



Working with a major insurance brand, Tubi implemented Advanced Frequency Management (AFM) to cap exposure at the brand level, regardless of demand source

INCREASED Unique Reach

113%

increase in unique
devices reached on
campaigns using
Advanced Frequency
Management

PREVENTED Over-frequency

118M

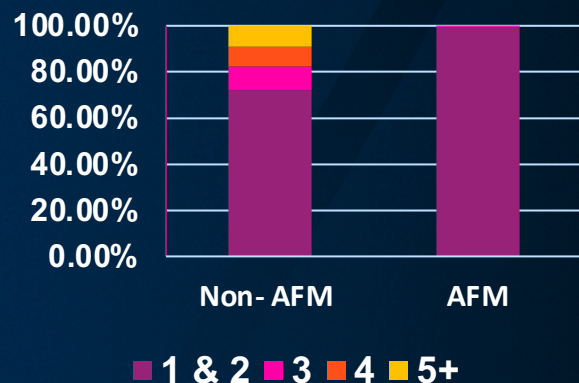
ad pods across **18**
partners were prevented
from serving excessive
impressions.

DECREASED Cost-Per-User

16%

lower average daily
cost per unique user
delivering **maximum**
ROI for the brand
through AFM

FREQUENCY Distribution Impact



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CASE STUDY: QSR

Working with a national chain restaurant, Tubi implemented Advanced Frequency Management (AFM) to cap exposure at the brand level, regardless of demand source

INCREASED Unique Reach

108%

unique devices were reached on campaigns using Advanced Frequency Management

PREVENTED Over-frequency

1.8M

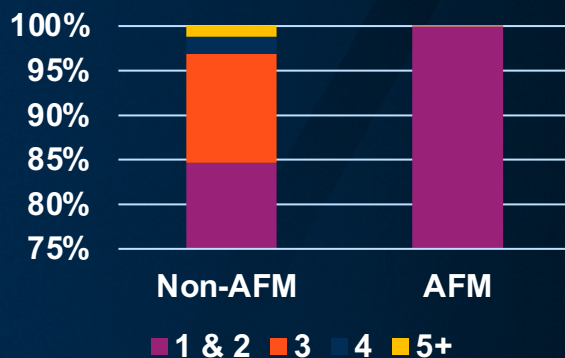
ad pods across 10 partners were prevented from serving excessive impressions.

DECREASED Cost-Per-User

20%

reduction in cost per unique user delivering maximum ROI for the brand through AFM

FREQUENCY Distribution Impact



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CASE STUDY: PERSONAL TECH



Working with a major personal tech brand, Tubi implemented Advanced Frequency Management (AFM) to cap exposure at the brand level, regardless of demand source

DECREASED Cost-Per-User

30%

reduction in cost per
unique user
delivering **maximum**
ROI for the brand
through AFM

PREVENTED Over-frequency

2M

impressions from **18**
partners were prevented
from serving because it
would have exceeded the
desired frequency

FREQUENCY Distribution Impact

