

# AWARD-WINNING CERTIFIED MEASUREMENT PROGRAM PARTNER SPOTLIGHT: INNOVID

Tubi gives brands breakthrough results throughout the entire customer journey, and partnering with Innovid helps detail the impact and ROI of brand campaigns.

As a proud recipient of the Synopsis Model D Award for “[Outstanding Advance in Advertising Transparency](#),” this partnership helps to bring together OTT and linear viewership with ad occurrence data to reinforce Tubi’s massive streaming footprint.



## CATEGORY PERFORMANCE HIGHLIGHTS



QSR

82%

of Tubi’s Audience was incremental to linear investments



CPG

95%

of Tubi’s Audience was incremental to linear investments



THEATRICAL

84%

of Tubi’s Audience was incremental to linear investments



RETAIL

93%

of Tubi’s Audience was incremental to linear investments



AUTO

89%

of Tubi’s Audience was incremental to linear investments



TRAVEL

93%

of Tubi’s Audience was incremental to linear investments