

Uncovering UNTUCKit's Successful TV Strategy

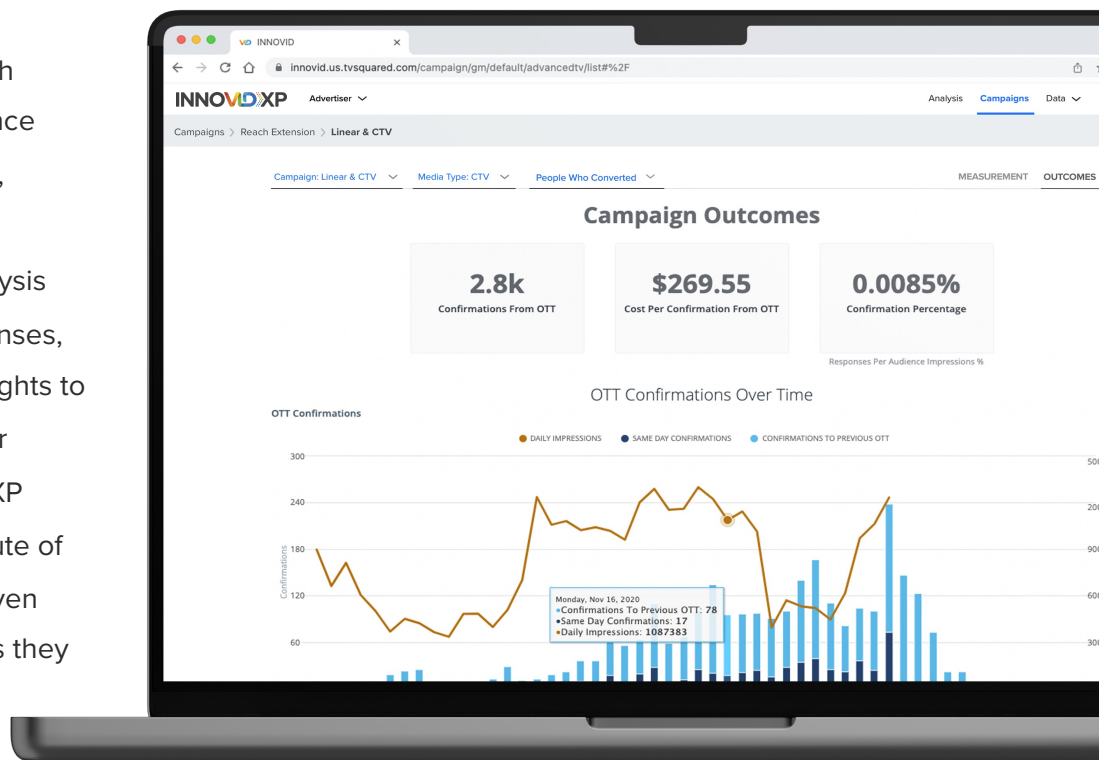
InnovidXP's campaign performance analytics across days, times, networks, programs, genres, creatives and audience segments cut UNTUCKit's **cost per response by 30%**

GOAL

Launched in 2011, UNTUCKit is a fast-growing online apparel company that sells shirts designed to be untucked and thus fall at the perfect length for a men's dress shirt. Since its inception, the retailer has expanded into women's apparel and opened 70+ stores across North America and the United Kingdom. When UNTUCKit began advertising on TV, it measured success by monitoring website traffic when spots aired. But as the company's marketing initiatives grew to include multiple channels, it became harder to pinpoint where traffic came from – TV, radio, print, digital, or podcasts. After becoming disenchanted with the inaccuracy of their previous TV attribution vendor, UNTUCKit turned to InnovidXP.

STRATEGY

InnovidXP provided UNTUCKit with same-day TV campaign performance analytics on days, times, networks, programs, genres, creatives, and audience segments. Detailed analysis showed how TV drove web responses, giving the marketing team the insights to improve the effectiveness of on-air campaigns. And because InnovidXP calculates the baseline every minute of every day (filtering out non-TV-driven traffic), UNTUCKit knew the results they were seeing were accurate.



RESULTS

Using the insights from InnovidXP, UNTUCKit continuously optimized its TV initiatives – ensuring spots got in front of the right people, in the right place, and at the right time. The marketing team then executed slight weekly and substantial monthly optimizations, resulting in net positive TV returns on investment. The company also:

Cut Cost Per Response By **30%**

- ✓ Found a correlation between TV and higher rates of purchases for as long as an hour after the spot aired.

Saw its website bounce rate fall by as much as

45% after a spot aired – meaning TV was driving more engaged consumers.

- ✓ Identified a segment of female consumers that became a significant market.

“

InnovidXP allows us to look through the noise ... to see which spots are working for us, which spots aren't working, which creative works for us, which creative works on which channels. There's so much data and you can never use too much. We treat TV like we treat digital. You want to get as much data out of it as you can, you want to link the online and the offline as much as you can and you want to test as much as you can. Then you've got to use the data, or what's the point?

Aaron Sanandres, CEO & Co-founder | [UNTUCKit](#)

”

WHY INNOVIDXP?

Measure TV Advertising Everywhere through an unparalleled view of campaigns, creatives and conversions.

Gain Unmatched Visibility with a flexible, always-on platform to capture converged insights.

Dive-Deep into CTV via unrivalled streaming coverage alongside granular publisher vs. publisher breakdowns.

Maximize TV Investment With Always-On Insights to inform continuous media and creative optimizations up and down the brand KPI funnel.

Enjoy Pixeless Onboarding and unmatched data coverage across publishers when combined with ad serving.

Contact solutions@innovid.com to learn more about TV outcomes with InnovidXP

innovid.com