

Squadron Venture Media Taps InnovidXP To Measure & Optimize TV Investments For High-Growth Startups

Goal

Squadron Venture Media excels in offline media planning and buying, specializing in start-ups and high-growth firms. Over the past decade, they've propelled numerous start-ups to 'unicorn' status using a test-and-learn strategy and leveraging robust media connections for a competitive edge.

Our Partnership

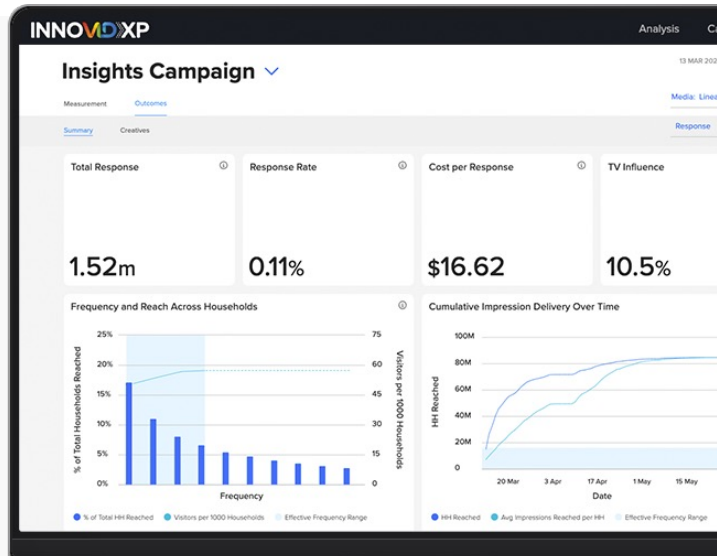
Over a decade ago, Squadron approached TVSquared, now Innovid, seeking help proving TV's incremental impact to performance-driven advertisers like Trinny London, Funding Circle, Zoopla, and Wise. Real-time proof of TV's influence was crucial for clients accustomed to digital advertising control. Innovid provided Squadron with detailed TV campaign performance analytics on which days, times, networks, programs, genres, creatives, and audience segments drove the most web responses. Using the insights, Squadron gained a data-backed understanding of when to invest in TV, what percentage of the overall budget made the most sense, and how often to make optimizations. As the successes grew, so did their partnership with Innovid, eventually growing to a combined roster of over 30 clients. Recently, Squadron extended its collaboration with Innovid to scrutinize the reach and frequency of their linear investments for clients Oddbox and Lebara.

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Performance-driven advertisers shouldn't be afraid to lean into TV. It is capital intensive, but the medium is hugely scalable and the necessary data for understanding and optimizing TV advertisements is easily accessible - provided you know where to look. InnovidXP has been an excellent addition to our strategic approach, granting us both real-time and long-term insights into the performance of our TV investments.

James Burgess, Founder | Squadron Venture Media

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*Dashboard for illustrative purposes only