



## CASE STUDY

# ADD+: Pioneering Innovative Cross-Channel Advertising and Attribution Analysis

## The challenge

Publitalia '80 launched its new advertising product suite ADD+ starting from 2017, leveraging HbbTV Addressable TV Advertising features.

ADD+ paved the way of today's Publitalia '80 offering: new formats and measurement models, combined into a **unique innovative proposition to the market**, significantly increasing Mediaset Group competitiveness.

Content interaction and participation, together with a successful **consent collection**, enables a mature exploitation of Addressable TV Advertising: display formats and linear DAS, with several targeting options, as well as cross screen campaigns.

## The solution

Fincons implemented for Publitalia '80 the "Enabler" component, the software core of ADD+, designed to enable new advertising paradigms. This component is the basis of in-production services like **Mediaset Play**, Mediaset free OTT platform, then rebranded **Mediaset Infinity**, which combines free and premium OTT services.

Several **content related convergence functionalities** have been explored and adopted along the years, such as EPG, VOD catalogue, Catchup, mini-site navigation, Restart and Real-Time Highlights during live events. These content interaction and participation capabilities created the ground for numerous **advertising targeting options**: geotargeting and device profiling, socio-demo targeting, audience and interest targeting.

Publitalia '80 implemented an **Addressable TV Advertising** offer with interactive display formats delivered inside linear programming, pre and mid roll around on demand contents and effective **linear AD substitution (DAS) on CTV**, initially based on HbbTV 2.0.1 and then pioneering the new HbbTV TA specification.

## The benefits

After implementing the addressable advertising solutions developed in collaboration with Fincons, Publitalia '80 is now able to offer clients an advanced **cross-screen approach**: clients can plan digital campaigns retargeting viewers - exposed or not exposed to addressable adv Tv campaign - on other devices to extend the audience and to balance reach & frequency.

Moreover, Publitalia '80 - in collaboration with Beintoo - has brought measurement a step forward. The Sales house has developed an attribution model that analyzes the impact of addressable adv in terms of visits in store (car dealers, shops, quick service restaurants...) or **website visits providing clients with powerful insights on customers behaviors**.

