

Nebraska Furniture Mart extends audience reach to connected TV and attributes cross-device action to CTV exposure.



KORTX is a marketing technology company building programmatic buying strategies, supporting data engineering and analytics, and deploying custom machine learning models for advertisers of all sizes to improve targeting and segmentation.

Nebraska Furniture Mart is the largest home furnishing store in North America selling furniture, flooring, appliances and electronics.

The Challenge

Marketing technology company, KORTX, was working with Nebraska Furniture (NFM) to develop a comprehensive audience targeting strategy that would support general branding while simultaneously generating online sales and in-store visits. KORTX was looking to ensure their client had a relevant relationship with each customer allowing for the delivery of personalized messaging that changed based on their interests and behaviors. Furthermore, this messaging needed to resonate with the consumer regardless of which device they were using throughout the course of the day.

The Solution

- To get started, NFM adopted and implemented KORTX's proprietary audience management platform, Axon, as the foundation of its comprehensive data strategy, capturing billions of consumer touchpoints across the Nebraska Furniture Mart website. These data points were then utilized to build niche first party audiences. When Xandr presented the opportunity to extend the reach of these first party segments to connected television, KORTX worked with Nebraska Furniture Mart to build an audience strategy that would augment the brand's linear buy.
- KORTX successfully expanded beyond first-party audiences by leveraging Xandr's curated audience segments, built on millions of AT&T consumer touchpoints including mobile location, internet browsing, and TV viewership.
- KORTX also enabled NFM to reach people within their first-party audience segments that do not have traditional cable subscriptions, such as cord-cutters and cord-nevers, that NFM wouldn't have been able to reach through linear. Using the Xandr Identity Graph, the client was able to target users that had previously interacted with the NFM website as well as those who were exposed to display and video ads. They were then able to understand the impact that CTV had on website activity, using cross-device conversion measurement provided by the Xandr graph.

Test Campaign: Nebraska Furniture Mart tracked consumer engagement across devices during a targeted CTV campaign in the Dallas TX DMA.

Results

By supplementing their linear buys with CTV campaigns using the solutions from KORTX and Xandr, this was the first time that Nebraska Furniture Mart was able to attribute CTV ad dollars to on-site conversion behavior.

NFM found that CTV had a **positive impact on purchase consideration and sales**. Not only did **online sales increase** during this time, but the brand also saw a **spike in site traffic** which then fell back to average once the CTV campaign ended.

Following CTV impressions, KORTX was able to attribute **141 website events** to:

| | |
|----------------|--------------|
| Desktop | (70%) |
| Mobile | (27%) |
| Tablet | (3%) |

An **additional 1500 display events** were then attributed to other devices

Additionally, **users who were first served a Connected TV ad took an average of 10 days to get to the website**. Once the flight was completed, the average increased to 14 days.

During CTV Campaign

10 Days to conversion

After CTV Campaign

14 Days to conversion