



INCREMENTAL REACH CASE STUDY

# GO DROVE INCREMENTAL REACH



## Majority of Digital Ads Served to Audience Only Reached on Digital

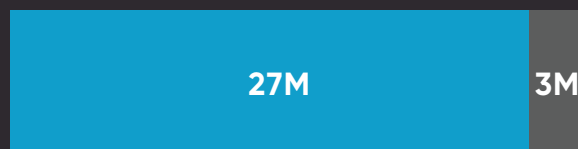
4Q20 Retail Brand Campaign Measured Discovery GO and Linear TV

### A Prominent Retailer Allocated 8% of their Total Video Impressions to Discovery Digital

By doing so, the retailer gained **11% incremental** reach from Digital, with nearly **three quarters** of their Digital impressions reaching a Digital Only audience

#### 11% Incremental Digital Reach

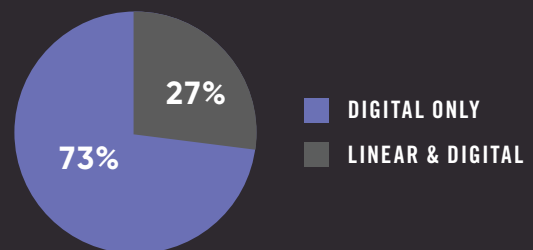
HH Reach



■ LINEAR & DIGITAL ■ DIGITAL ONLY

#### 73% of Digital Ad Impressions Served to the Digital Audience Only

Share of Digital Ad Impressions



■ DIGITAL ONLY  
■ LINEAR & DIGITAL

Source: iSpot Unified Measurement for Retailer based on Discovery Linear & GO campaigns (4Q'20).  
Discovery Digital includes O&O and Non-O&O, Data based on measured impressions.