March 25 2021

The HALO Effect

Insights.
Inspiration.
Impact.

The HALO Effect

190 Brands Analyzed Over Four Years

To Create Insights About TV's Outcomes-Driving Ability
… By Brand Life Stage

VAB's Seven-Year *Obsession* with DTC (e-commerce) Brands Has Revealed Tight Corollaries Between:

Multiscreen TV Ad Spend & Full-Funnel Outcomes

2014

75 'Pure Play'
Internet Brands

2015

125
Call-To-Action Brands

2016

60 Mobile Apps

2017

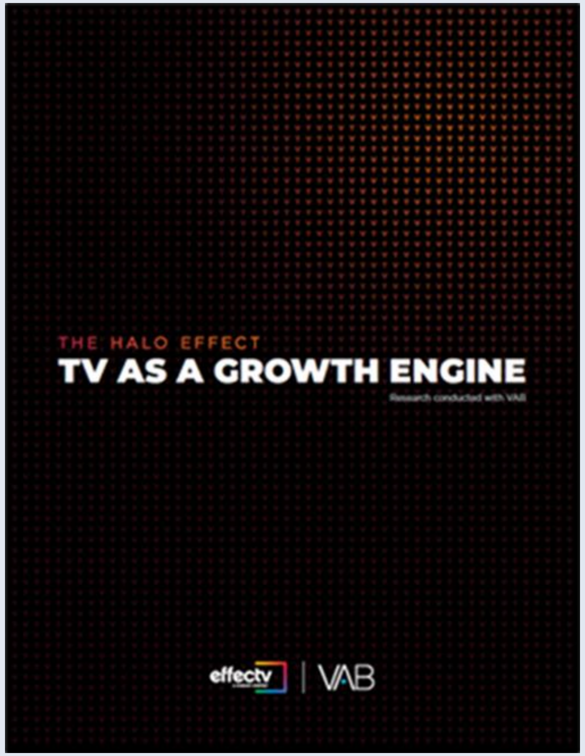
35
Category
Disruptor Brands

2018

50
Category
Disruptor Brands

2019

125
Category
Disruptor (DTC)
Brands



2020

190 Brands

Over Those Seven Years the VAB Got to Know Many of These Rocketship Companies (and Their *Founders*) Very Well…

2014

75 'Pure Play' Internet Brands

2015

125
Call-To-Action Brands

2016

60 Mobile Apps

2017

35
Category
Disruptor Brands

2018

50
Category
Disruptor Brands

2019

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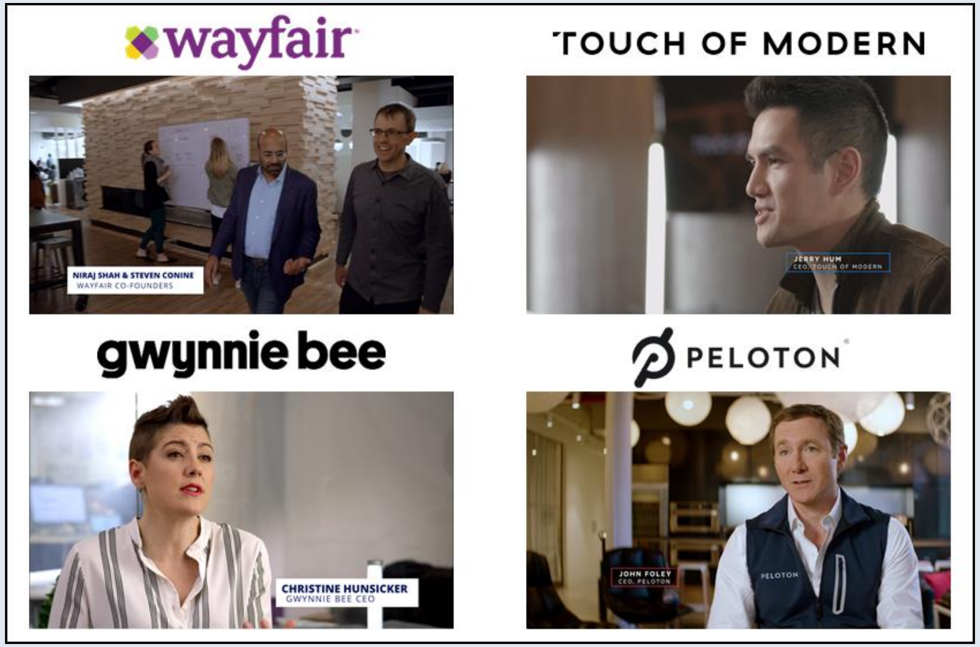
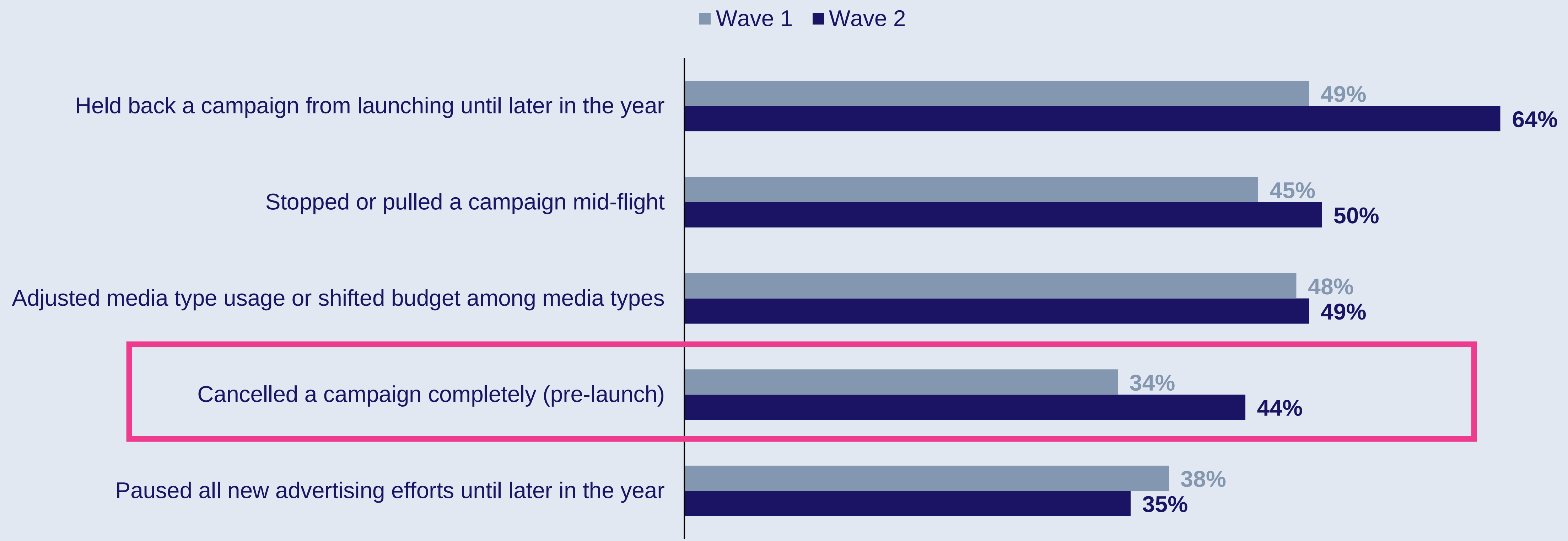


COVID 2020 Threatened Big Cuts for TV - 89% of Advertisers Foresaw Cuts to Ad Budgets, with 44% Canceling New Campaigns Completely

How has Coronavirus impacted your advertising efforts?



Source: Advertiser Perceptions, "Coronavirus Effect on Advertising' Report. Q12: In which of the following ways has the Coronavirus (COVID-19) outbreak impact your recent or ongoing advertising efforts?
Base: Total Respondents. Wave 1 = survey fielded March 17-20, 2020, 203 interviews conducted. Wave 2 = survey fielded April 1-4, 2020, 152 interviews conducted.

Nearly **$460 million** Entered the US National TV Marketplace in 1H 2020 From **110** First-Time National Advertisers Across **59** Categories

Source: VAB analysis of Nielsen Ad Intel data, Q1'20-Q2'20. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over $100K.

Of the New Advertisers - 60 Direct-to-Consumer Brands Across 34 Categories who Spent Over $144 Million in US National TV

Streaming
AT&T tv, Quibi, peacock, HBO max, tubi, PURE FLIX.com, Urbanflix TV, FANDANGO NOW

Underwear & Lingerie
LIVELY

Skincare
MUSELY, AOS ART OF SPORT, SiO BEAUTY

Financial Services
GREENLIGHT, NetCredit, digit, adyen, FIGURE

Personal Care
function of beauty, hello, Curology

Moving & Storage
MakeSpace, MovingHelp SAFE • CONVENIENT • RELIABLE

Women's Healthcare
RORY

Social Networking
Nextdoor

Cleaning Products
DR. BRITE

Hearing Aids
Lively

Online Printing
BONFIRE

Wine Club
Firstleaf

E-Commerce
Zazzle, GOVX

Medical Apparel
FIGS

Phone Accessories
pela, touch screen purse

Pet Care
Kitty Poo CLUB, Wild One

Online Dating
dating.com, okcupid

Computer Software
VantagePoint

Eyewear
liingo EYEWEAR

Telemedicine
Teladoc HEALTH, PlushCare

Children's Book Subscription
Literati

Wellness & Fitness
obé, HYPERICE

Vitamins & Supplements
NUTRAFOL, EQUELLE, LADDER

Mobile App
RoboKiller, CodyCross, LILY'S GARDEN

Wallets
the RIDGE

Laser Therapy
CURAVI HEALTH

At-Home Medical Testing
LetsGetChecked

Shoes
OOFOS

Wigs
MAYVENN

Online Banking
Empower

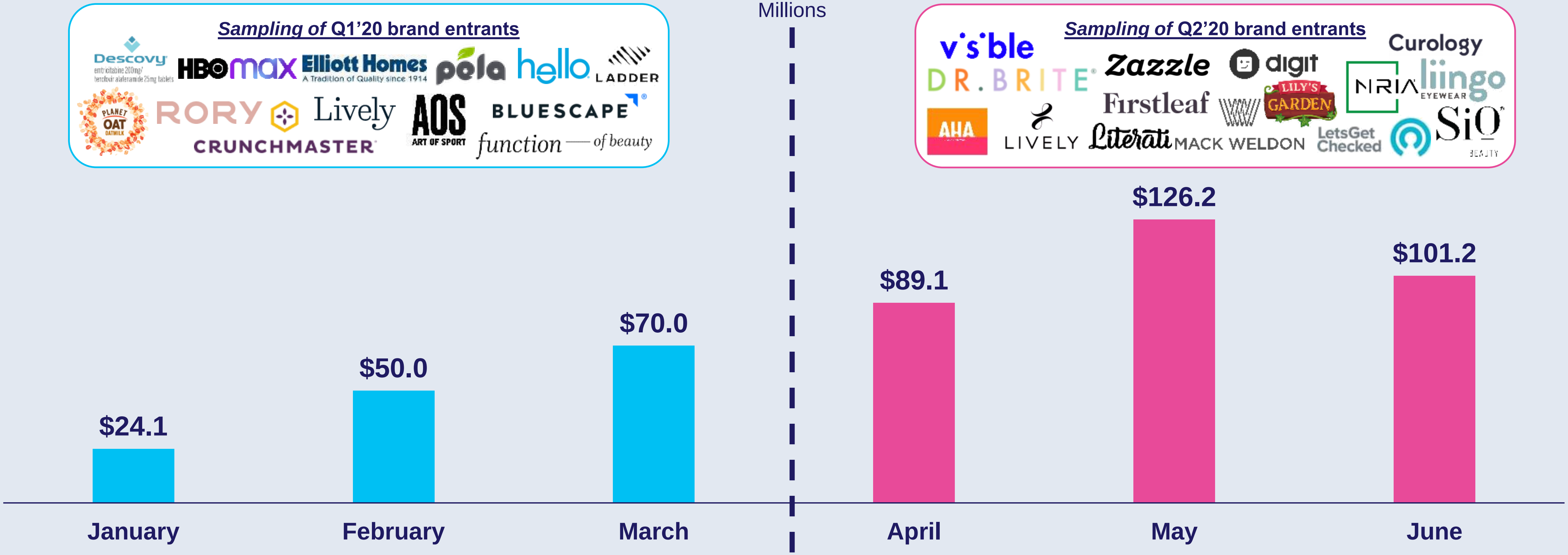
Medical Service
lunella

Online Education
SKILL SHARE.

Apparel
MACK WELDON, PRETTYLITTLETHING

Nearly 70% of New 1H National TV Dollars Were Spent During 2Q, the Heart of the Pandemic, with Over $316 million From 60 Advertisers

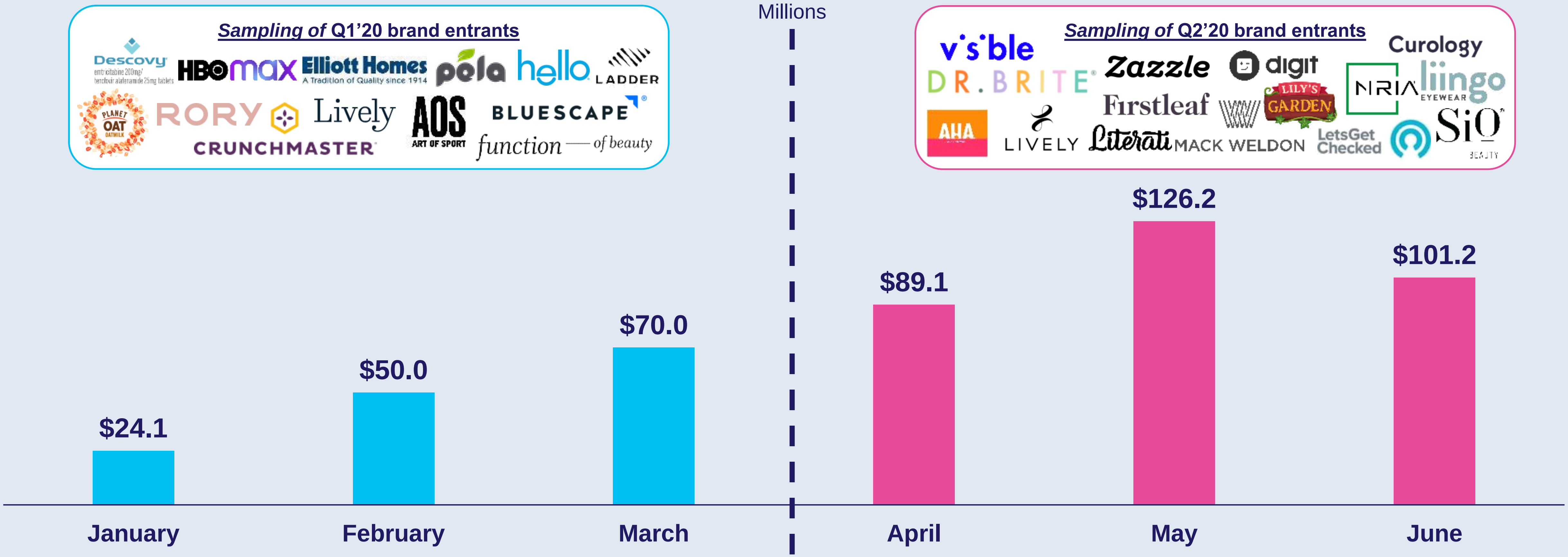
2020 New Nat'l TV Advertisers Monthly Spend



Source: VAB analysis of Nielsen Ad Intel data, Q1'20-Q2'20. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over $100k.

It Was Clear that Many of the New-to-TV Brands in 2020 Were *Young* Brands - Both DTCs & Non-DTCs That *Hurried* to TV…

2020 New Nat'l TV Advertisers Monthly Spend



Source: VAB analysis of Nielsen Ad Intel data, Q1'20-Q2'20. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over $100k.

In 2016, The Time Between a DTC Brand's First Social Media Buy to Their First TV Spend **Was Roughly *Eight Years***

Typical Direct-to-Consumer Brand Advertising Evolution

Social Media

TERRITORY TERRITORYFOODS.COM
Nextdoor
INKBOX
NUMI
Payoff
feals

(establish customer base)

Podcasts, Out-of-Home, Satellite Radio

RXBAR
ARTICLE.
HOURGLASS
Sugarbear
Super FAT
FIGS

(broaden audience beyond loyalists)

Multiscreen TV

BOXED
TECOVAS
chewy.com
ROTHY'S
classpass
CARVANA

(make the 'big bet' on scale & growth)

DTC Brand Maturity

In 2016, The Time Between a DTC Brand's First Social Media Buy to Their First TV Spend Was Roughly *Eight Years*

In Recent Years - Brands Seemed to be Accelerating Their Path to TV

Typical Direct-to-Consumer Brand Advertising Evolution

Social Media

TERRITORY (TERRITORYFOODS.COM), Nextdoor, INKBOX, NUMI, Payoff, feals

(establish customer base)

+

Podcasts, Out-of-Home, Satellite Radio

RXBAR, ARTICLE., HOURGLASS, Sugarbear, Super Fat, FIGS

(broaden audience beyond loyalists)

+

Multiscreen TV

BOXED, TECOVAS, chewy.com, ROTHY'S, classpass, CARVANA

(make the 'big bet' on scale & growth)

DTC Brand Maturity

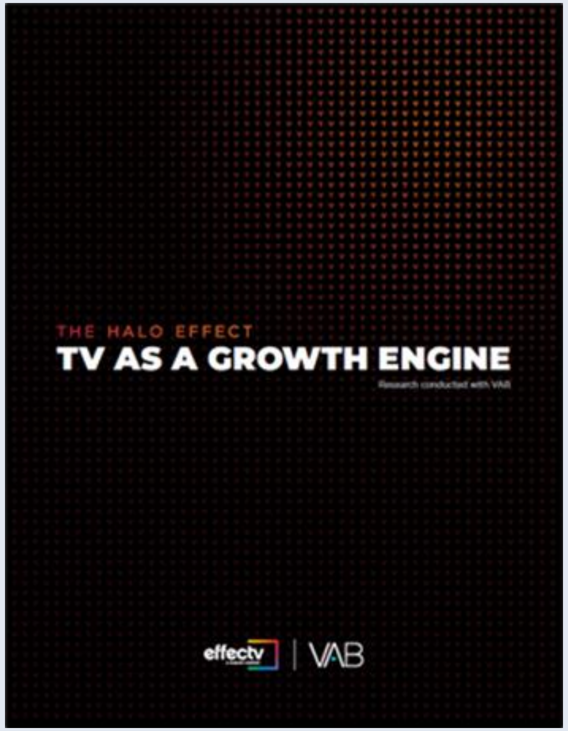
We Analyzed 190 Brands That Were New-to-TV Advertising Over a Four Year Period (2016-2020)

140 DTC Brands Analyzed:

3 Years or less: 40 Brands

4-7 Years: 60 Brands

8+ Years: 40 Brands



50 Non- DTC Brands Analyzed:

25 Brands < 20 Years

25 Brands > 20 Years

15 Product Categories

To Create Insights About TV’s Outcomes-Driving Ability … By Brand Life Stage

Website Traffic Was the Most Applicable & Most Relevant Outcomes-Driving Metric by Brand Life Stage – Analyzed Several Ways:

3 Years Old or Less:

purple, TECOVAS, britbox (CREATED BY BBC & itv), Keeps, WalletHub, Wag!

+ 34 Others

4-7 Years Old:

BOMBAS, Calm, ZOLA, THIRDLOVE, POSHMARK, freshly, TOUCH OF MODERN

+ 53 Others

8+ Years Old:

grammarly, CarGurus, Etsy, WARBY PARKER, noom, Tommy John

+ 34 Others

140 DTC Brands: New-to-TV Over Four Years

Less than 20 Years Old:

SnapChat

orangetheory

glassdoor

KIND

+ 21 Others

Over 20 Years Old:

KitchenAid

SUN-MAID

Dickies

Guardian

+ 21 Others

50 Non-DTC Brands: New-to-TV Over Four Years

There are Seven Primary Motivating Factors Why Brands are Accelerating Their Path to TV *Earlier* in Their Life Stage:

Availability & Accessibility

The digitization of supply chains and growth of ecommerce has rapidly expanded consumer access to products enabling brands to seek out the national and local scale of TV sooner

Legitimizer

TV creates, builds and enhances brand reputation and 'fame' while legitimizing their product through the connection with premium video programming and association with other brand name advertisers

Targetability

Scalable data-driven targeting solutions such as addressable TV, VOD and data-enabled linear TV create efficiencies while programmatic enables extensions into platforms like Connected TV

Full-Funnel Outcomes

Through greater measurement and enhanced attribution, TV has shown its ability to drive brand results through the funnel – awareness, consideration, intent and sales

Inclusivity

Enhanced targeting through advanced TV solutions creates efficiencies which lowers the traditional cost of entry – therefore, business outcomes can be driven at all levels of TV investment

Storytelling

The sight, sound and motion of 15/30/60-second spots on the big screen conveys brand identity and enables advertisers to engage the hearts and minds of consumers which further humanizes the brand

Halo Effect

TV significantly improves the performance and ROI of all other digital channels such as search, display and digital video as well as a brand's online platforms

3 Years Old or Less:

- purple
- TECOVAS
- britbox (CREATED BY BBC & itv)
- Keeps
- WalletHub
- Wag!

+ 34 Others

4-7 Years Old:

- BOMBAS
- Calm
- ZOLA
- THIRDLOVE
- POSHMARK
- freshly
- TOUCH OF MODERN

+ 53 Others

8+ Years Old:

- grammarly
- CarGurus
- Etsy
- WARBY PARKER
- noom
- Tommy John

+ 34 Others

Let's Begin Diving into *Halo's* Insights…

By Extending to New Audiences, DTC Brands Across All Life Stages Saw an Immediate, Double-Digit Increase in Website Traffic During TV Launch Month, with Younger Brands Seeing the Largest Lifts

DTC Brands: TV Launch Month vs. Three-Month Average Prior To TV

Average Website Unique Visitors

	Three Years Old or Younger	Between Four - Seven Years Old	Eight Years or Older
Unique Visitors % Increase:	**+23%**	**+19%**	**+10%**
	40 Brands	60 Brands	40 Brands

3 Years Old or Less:

purple
TECOVAS
britbox
Keeps
WalletHub
Wag!

+ 34 Others

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As DTC Brands Continue Advertising and Build a Sustained Presence on TV Younger Brands Saw Even Greater Lifts vs. Brands in Older Life Stages

DTC Brands: ‘When On TV’ Monthly Average vs. Three-Month Average Prior To TV

Average Website Unique Visitors

	Three Years Old or Younger	Between Four – Seven Years Old	Eight Years or Older
Average Monthly Unique Visitors % increase:	+138%	+72%	+23%
Average Monthly Unique Visitors increase:	+811K	+1,383K	+803K

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun ‘16 – Jun ’20 (calendar months). VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun ’16 – Jun ‘20 (calendar months). Measurement Time Period: June 2016 – June 2020.

Individual DTC Brands with Significant Web Traffic Spikes Due to a Post-Launch Sustained Presence on TV
(Brands 3 Years Old or Less)

DTC Brands: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV
Average Website Unique Visitors

3 Years Old or Less:	Prior to TV	"When On TV"	% Growth
WalletHub	890k	1,646k	+85%
purple	858k	1,675k	+95%

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months).
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Individual DTC Brands with Significant Web Traffic Spikes Due to a Post-Launch Sustained Presence on TV

(Brands 3 Years Old or Less)

***DTC Brands*: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV**

Average Website Unique Visitors

3 Years Old or Less:	Prior to TV	"When On TV"	% Growth
atom	1,767k	3,590k	+103%

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months).
VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). Measurement Time Period: June 2016 – June 2020.

Individual DTC Brands with Significant Web Traffic Spikes Due to a Post-Launch Sustained Presence on TV
(Brands 4-7 Years Old)

DTC Brands: ‘When On TV’ Monthly Average vs. Three-Month Average Prior To TV

Average Website Unique Visitors

4-7 Years Old:	Prior to TV	“When On TV”	% Growth
ZOLA	552k	1,522k	+191%
DOORDASH	14,356k	23,892k	+66%

Individual DTC Brands with Significant Web Traffic Spikes Due to a Post-Launch Sustained Presence on TV

(Brands 8 Years Old and Over)

***DTC Brands*: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV**

Average Website Unique Visitors

8+ Years Old:	Prior to TV	"When On TV"	% Growth
grammarly	2,164k	5,545k	+156%
noom	830k	3,546k	+327%

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months).
VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). Measurement Time Period: June 2016 – June 2020.

DTC Health/Wellness & Personal Care - 20 Brands

DTC Home Goods & Services - 12 Brands

DTC Online Delivery Services & Meal Kit Subscriptions - 8 Brands

DTC Health/Wellness & Personal Care: Of Brands Continuing TV After Launch, Younger Brands Saw Even Greater Lifts in Site Traffic vs. Older Brands

DTC Health/Wellness & Personal Care Brands:
'When On TV' Monthly Average vs. Three-Month Average Prior To TV
Average Website Unique Visitors

20 Brands

Average Monthly Unique Visitors % increase:	Three Years Old or Younger	Between Four - Seven Years Old	Eight Years or Older
	+373%	+84%	+96%

SIMPLE HABIT HUBBLE Keeps Calm eyeconic noom

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months).
VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). Measurement Time Period: June 2016 – June 2020.

DTC Home Goods & Services: Of Brands Continuing TV After Launch, Younger Brands Saw Even Greater Lifts in Site Traffic vs. Older Brands

***DTC Home Goods & Services Brands*:**
'When On TV' Monthly Average vs. Three-Month Average Prior To TV

12 Brands

	Three Years Old or Younger	Between Four - Seven Years Old	Eight Years or Older
Average Monthly Unique Visitors % increase:	+157%	+24%	+20%

DTC Online Delivery Services & Meal Kit Subscriptions: Of Brands Continuing TV After Launch, Younger Brands Saw Greater Lifts in Site Traffic vs. Older Brands

***Online Delivery Services & Meal Kit Subscriptions Brands*: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV**

8 Brands

	Three Years Old or Younger	Between Four - Seven Years Old
Average Monthly Unique Visitors % increase:	+368%	+84%

SUN BASKET · MARLEY SPOON · Postmates · DOORDASH · DAILY HARVEST

What About DTCs Using “Test & Learn” Approach on TV… That Doubled-Down on TV After Launch Month?

35 Brands

Many DTCs Began with "Test and Learn" Level TV Saw Results Justifying Big Boosts in Spending - 35 Brands Doubled Their Launch Month Ad Spend

DTC Brands That Increased Their TV Investment Significantly After Launch

Average Website Unique Visitors vs. Three-Month Average Prior To TV

35 Brands	TV Launch Month	'When On TV' Monthly Average
Unique Visitors % increase:	+15%	+80%
Unique Visitors increase:	+225K	+1,217K

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months).
VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). Measurement Time Period: June 2016 – June 2020.

Many DTCs Began with "Test and Learn" Level TV Saw Results Justifying Big Boosts in Spending - 35 Brands Doubled Their Launch Month Ad Spend

DTC Brands That Increased Their TV Investment Significantly After Launch

Average Website Unique Visitors vs. Three-Month Average Prior To TV

chime®

	TV Launch Month	'When On TV' Monthly Average
Unique Visitors % increase:	+28%	+167%
Unique Visitors increase:	+419K	+2,543K

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months). VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). Measurement Time Period: June 2016 – June 2020.

3 Years Old or Less:

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+ 34 Others

4-7 Years Old:

BOMBAS, Calm, ZOLA, THIRDLOVE, POSHMARK, freshly, TOUCH OF MODERN

+ 53 Others

8+ Years Old:

grammarly, CarGurus, Etsy, WARBY PARKER, noom, Tommy John

+ 34 Others

Another Part of the Halo Effect: DTCs *Committed to TV* Continued to Reap Traffic-Driving Benefits - Even When They Are Not on Air

DTC Brands: 'When Not On Air" After TV Launch

Monthly Average vs. Three-Month Average Prior To TV

	Three Years Old or Younger	Between Four - Seven Years Old	Eight Years or Older
Unique Visitors % increase:	+81%	+67%	+6%
Unique Visitors increase:	+470K	+1,174K	+211K
	40 Brands	60 Brands	40 Brands

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months).
VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months).

Another Part of the Halo Effect: DTCs *Committed to TV* Continued to Reap Traffic-Driving Benefits - Even When They Are Not on Air

DTC Brands: 'When Not On TV' Monthly Average vs. Three-Month Average Prior To TV

Average Website Unique Visitors

3 Years Old or Less:	Prior to TV	"When Not On TV"	% Growth
Zelle	1,980k	3,649k	+84%
stockX	1,679k	3,405k	+103%

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months).
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+ 34 Others

140 DTC Brands: What About Ad Investment Trends?

To Establish Themselves and Challenge Category Incumbents, Younger DTC Brands are Spending More Aggressively and Advertising More Consistently, Which Has Resulted In a Greater ROI

DTC Brands' Average TV Activity

Four-Year Period: June 2016 – June 2020

	Three Years Old or Younger	Between Four – Seven Years Old	Eight Years or Older
Average Total TV Spend:	$31.3 MM	$22.8 MM	$21.0 MM
Average Monthly TV Spend ('When On TV'):	$1.8 MM	$1.3 MM	$1.3 MM
Average # of Active TV Months:	18	14	13
	40 Brands	60 Brands	40 Brands

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months).
VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months).

Across All Life Stages, Performance-Obsessed DTCs Reinvested in TV… As Successful Campaign Launch Transitioned to Rising Outcomes Performance - by Committing to TV

DTC Brands' Average TV Spend: Launch vs. Post-Launch

Four-Year Period: June 2016 – June 2020

	Three Years Old or Younger	Between Four – Seven Years Old	Eight Years or Older
Average TV Launch Month:	$1.0 MM	$0.9 MM	$1.0 MM
Average Monthly TV Spend ('When On TV' After Launch Month):	$1.8 MM	$1.4 MM	$1.2 MM
Average % Difference:	+78%	+50%	+20%
	40 Brands	60 Brands	40 Brands

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months).
VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months).

50 Non-DTC Brands: New-to-TV Over Four Years

Less than 20 Years Old:

SnapChat
orangetheory
glassdoor
KIND

+ 21 Others

Over 20 Years Old:

KitchenAid
SUN-MAID
Dickies
Guardian

+ 21 Others

3 Months Prior To TV Launch

TV Launch Month

Monthly Average "When On TV" - Website Unique Visitors

Monthly Average "When Not On TV" - Website Unique Visitors

Monthly Avg. From Launch Through June 2020 – Website Unique Visitors

2016

2020

Less than 20 Years Old:

SnapChat
orangetheory
glassdoor
KIND

+ 21 Others

Over 20 Years Old:

KitchenAid
SUN·MAID
Dickies
Guardian

+ 21 Others

Non-DTC Brands Across Each Life Stage Saw Double-Digit Increases in Website Traffic at Launch, with Younger Brands Seeing Slightly Higher Lifts

***Non-DTC Brands*: TV Launch Month vs. Three-Month Average Prior To TV**

Average Website Unique Visitors

	Under Twenty Years Old	Over Twenty Years Old
Unique Visitors % increase:	**+15%**	**+12%**
	25 Brands	**25 Brands**

Less than 20 Years Old:

SnapChat
Orangetheory
glassdoor
KIND

+ 21 Others

Over 20 Years Old:

KitchenAid
SUN-MAID
Dickies
Guardian

+ 21 Others

For the Non-DTCs: Earlier TV Advertisers Saw Better Results as TV Drove New Customers to Their Brand's Websites Over Time

Non-DTC Brands: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV

	Under Twenty Years Old	Over Twenty Years Old
Average Monthly Unique Visitors % increase:	+50%	+21%
	25 Brands	25 Brands

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months). VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). Measurement Time Period: June 2016 – June 2020.

For the Non-DTCs: Earlier TV Advertisers Saw Better Results as TV Drove New Customers to Their Brand's Digital Storefronts

Non-DTC Brands: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV

	Under Twenty Years Old	Over Twenty Years Old
Average Monthly Unique Visitors % increase:	+50%	+21%
Average Monthly Unique Visitors increase:	+2,302K	+315K

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months). VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). Measurement Time Period: June 2016 – June 2020.

For the Non-DTCs: Earlier TV Advertisers Saw Better Results as TV Drove New Customers to Their Brand's Websites Over Time

Non-DTC Brands: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV

Average Website Unique Visitors

20 Years Old or Less:	Prior to TV	"When On TV"	% Growth
BLUE NILE	486k	1,312k	+170%
paycom	1,133k	2,352k	+108%

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months). VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). Measurement Time Period: June 2016 – June 2020.

There Were Plenty of Examples Where "Older" Brands That Were New to TV Saw Website Traffic Saw Spikes of New Customers Driven By TV

Non-DTC Brands: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV

Average Website Unique Visitors

20 Years Old or More:	Prior to TV	"When On TV"	% Growth
CreditOne BANK	6,850k	11,876k	+73%

Non-DTC Home Goods & Services: The Earlier That Brands Turn to TV, the Better the Results - Driving New Customers to the Brand's Digital Storefront

Non-DTC Home Goods & Services Brands:
'When On TV' Monthly Average vs. Three-Month Average Prior To TV

Average Website Unique Visitors

	Under Twenty Years Old	Over Twenty Years Old
Average Monthly Unique Visitors % increase:	**+268%**	**+36%**

CORAVIN® Instant Pot LeafFilter™ GUTTER PROTECTION LOVESAC HOBBY LOBBY KitchenAid®

Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months).
VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months). Measurement Time Period: June 2016 – June 2020.

What About Non-DTC Brands Using “Test & Learn” on TV… That Doubled-Down on TV After Launch Month?

Many Non-DTCs Began with "Test and Learn" Level TV Saw Results Justifying Big Boosts in Spending - 15 Brands Doubled After Their Launch

Non-DTC Brands That Increased Their TV Investment Significantly After Launch

Average Website Unique Visitors vs. Three-Month Average Prior To TV

15 Brands

	TV Launch Month	'When On TV' Monthly Average
Unique Visitors % increase:	**+20%**	**+47%**
Unique Visitors increase:	**+321K**	**+770K**

Less than 20 Years Old:

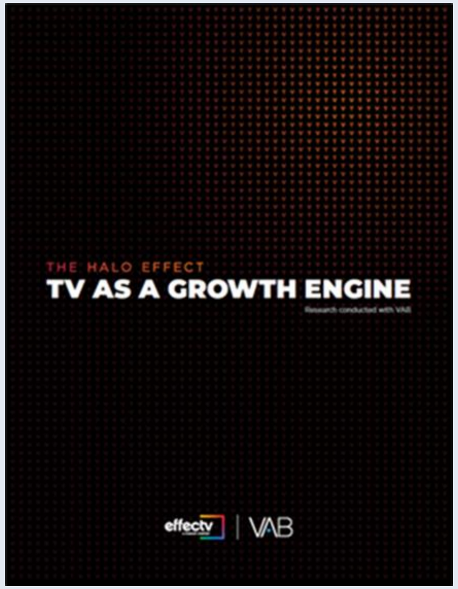
SnapChat, Orangetheory, glassdoor, KIND

+ 21 Others

Over 20 Years Old:

KitchenAid, SUN-MAID, Dickies, Guardian

+ 21 Others



50 Non-DTC Brands: Many More Insights in *Halo*

3 Months Prior To TV Launch

TV Launch Month

Monthly Average "When On TV" - Website Unique Visitors

Monthly Average "When Not On TV" - Website Unique Visitors

Monthly Avg. From Launch Through June 2020 – Website Unique Visitors

2016

2020

Today's *Halo* - Insights About TV's Outcomes-Driving Ability…
By Brand Life Stage

1 **Beginning TV *Early* in a Brand's History Creates a Sustainable Competitive Advantage**

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4. Younger Brands Spend Aggressively and Advertise More Consistently on TV… to Establish Their Name, Build Reputation, Develop Positive Perception & Grow Share

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5. Many Brands That Implement Test & Learn on TV See Results That Justify Big Boosts to Their TV Ad Budgets to Drive Even Greater Business Outcomes

A Final Word on Those 60 DTC Brands New to US TV That Launched in (the Worst of COVID) in First Half 2020?

Streaming
AT&T TV, Quibi, peacock, HBO max, tubi, PURE FLIX.com, Urbanflix TV, FANDANGONOW

Underwear & Lingerie
LIVELY

Skincare
MUSELY, AOS ART OF SPORT, SiO BEAUTY

Financial Services
GREENLIGHT, NetCredit, digit, adyen, FIGURE

Personal Care
function of beauty, hello, Curology

Moving & Storage
MakeSpace, MovingHelp

Women's Healthcare
RORY

Social Networking
Nextdoor

Cleaning Products
DR.BRITE

Hearing Aids
Lively

Online Printing
BONFIRE

Wine Club
Firstleaf

E-Commerce
Zazzle, GOVX

Medical Apparel
FIGS

Phone Accessories
pela, touch screen purse

Pet Care
Kitty Poo Club, Wild One

Online Dating
dating.com, okcupid

Computer Software
VantagePoint

Eyewear
liingo EYEWEAR

Telemedicine
Teladoc HEALTH, PlushCare

Children's Book Subscription
Literati

Wellness & Fitness
obé, HYPERICE

Vitamins & Supplements
NUTRAFOL, EQUELLE, LADDER

Mobile App
RoboKiller, CodyCross, Lily's Garden

Wallets
the RIDGE

Laser Therapy
CURAVI HEALTH

At-Home Medical Testing
LetsGetChecked

Shoes
OOFOS

Wigs
MAYVENN

Online Banking
Empower

Medical Service
lunella

Online Education
SKILL SHARE.

Apparel
MACK WELDON, PRETTYLITTLETHING

By the End of 2020, the DTCs TV Ad Spend Had Passed $4.8 Billion…

US TV Ad Spend

250 DTCs- **$4.3B**

118 *New* DTCs- **$0.5B**

368 DTCs- **$4.8B**

Source: VAB analysis of Nielsen Ad Intel data, as of 3/22/2021 for calendar year 2020. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, spot TV, syndication TV.

Add the *Other* Major US Analytics-Driven TV Ad Spender in 2020…

US TV Ad Spend

250 DTCs-	$4.3B
118 *New* DTCs-	$0.5B
368 DTCs-	$4.8B
FANGAM-	$2.7B
	$7.5B

VAB's Seven-Year *Obsession* with DTC (e-commerce) Brands Has Revealed Tight Corollaries Between:

Multiscreen TV Ad Spend & Full-Funnel Outcomes

2014

75 'Pure Play' Internet Brands

2015

125 Call-To-Action Brands

2016

60 Mobile Apps

2017

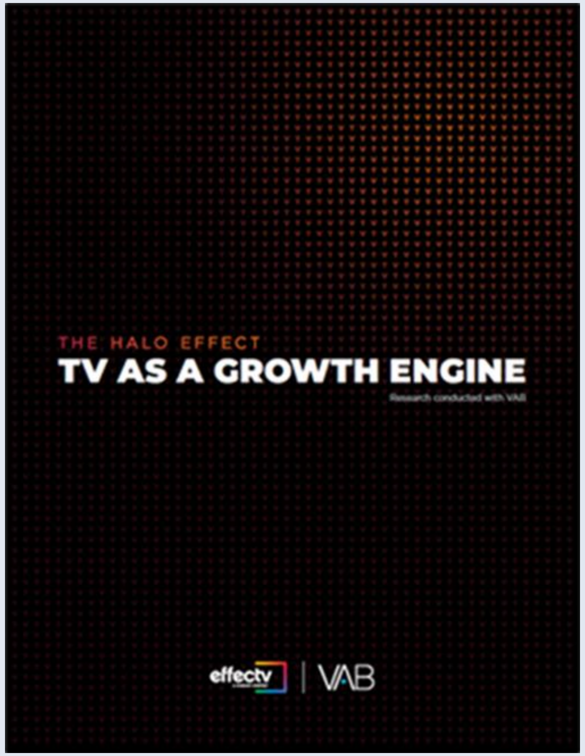
35 Category Disruptor Brands

2018

50 Category Disruptor Brands

2019

125 Category Disruptor (DTC) Brands



2020

190 Brands

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March 25 2021

Thank You!

VAB

Insights.
Inspiration.
Impact.