

 theTradeDesk® Intelligence

The untapped opportunity
of **omnichannel** 

The **Era of** **Less**

15%

cut in marketing budgets in 2024



Moving from a multi-channel approach **to an omnichannel audience- first strategy**



Can audience-first omnichannel strategies boost brand performance, improve audience experience and reduce wastage?

Multichannel



Multichannel marketing uses more than one channel to promote a product or service, but these channels are **not seamlessly integrated**. This marketing approach is usually planned and executed in a **siloed way**, across multiple disconnected platforms.

Omnichannel



An approach to advertising that incorporates **all available channels** (think mobile, display, native, video, audio, and TV) into **a unified strategy** to ensure ads are delivered seamlessly and consistently to consumers across channels, devices, and platforms.



BRAINSIGHTS



 **theTradeDesk®**

 **theTradeDesk®** Intelligence



What we did

Rapid Evidence Assessment

Exploration of current industry knowledge to ground our research in current thinking.

Dynamic Engagement Space Segmentation

20-minute quantitative survey with n=6,000 people across the US, UK and Germany to build a unique dataset of the omnichannel landscape. Sizing the needs and priority of channels across different media moments and mindsets.

Ethnographic Media Diary

5-day remote qualitative diary capture in-the-moment interactions with media channels throughout the day with n=30 people across the US, UK and Germany to add context and richness to user needs across multiple channels and day parts.

Experimental Neuro Testing

Controlled tests with n=78 people across the US and UK to explore the neurological response to omnichannel campaigns vs disconnected.

**Observing the impact of advertising – rather than asking about it
– required a new type of set-up**



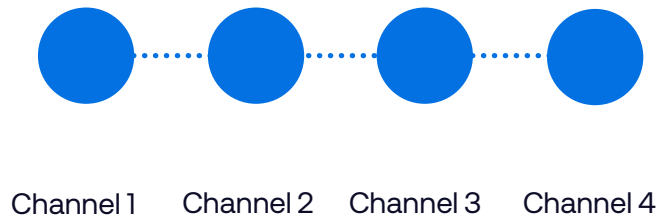
We tested a mixture of campaigns including:

- Small, medium and large brands
- Product-led, emotion-led and innovation-led
- Mix of categories including CPG, travel, tech and automotive

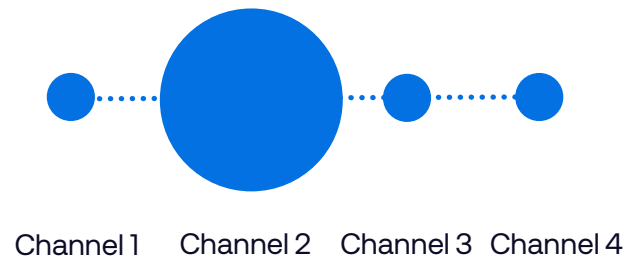


Observing the 🕒 neurological impact of fatigue

Connected omnichannel campaigns



Disconnected campaigns



Across channels...



Connected TV



Audio

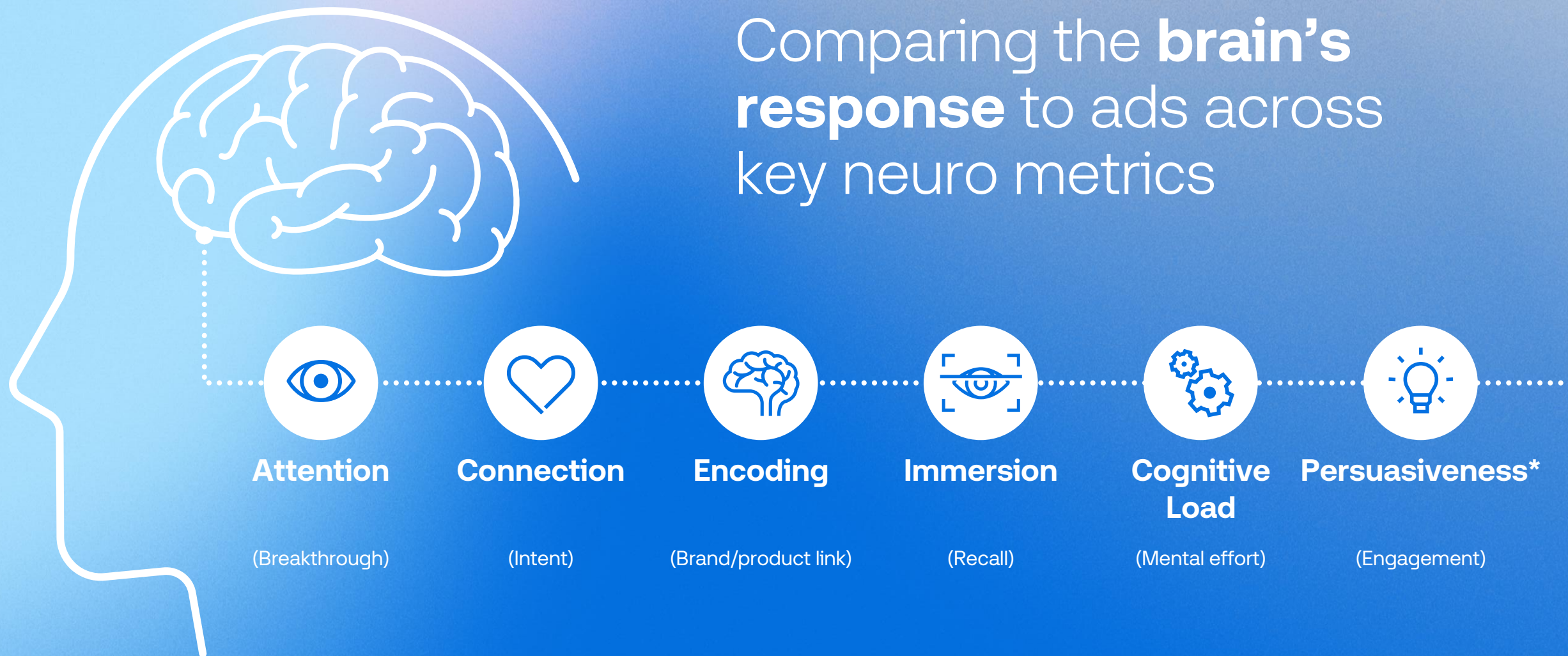


Display & Online video



Digital OOH

Comparing the **brain's response** to ads across key neuro metrics



Findings with **media impact**

01 The Omnichannel Edge

02 Audience Media Demands

03 Channel Strengths



01

Why omnichannel works

**The omnichannel
edge** 

People feel
over-exposed
to ads 👁️

Especially when they
are repeatedly exposed
on the same channel



2 in 3

Agree they get **tired of seeing the same ads again and again** on the same channel



Connected 
Omnichannel Campaigns
tested were

1.5x

more persuasive

2.2x

less fatiguing

than Disconnected Campaigns

MEASURE

INDICATOR



Connection

Intent

1.9x

MORE
CONNECTED



Attention

Breakthrough

1.4x

MORE
ATTENTION PAID



Encoding

Brand association

1.2x

MORE ENCODED
TO MEMORY



Immersion

Recall

1.5x

MORE IMMERSION



Cog. load

Mental effort

2.2x

LOWER COGNITIVE
LOAD

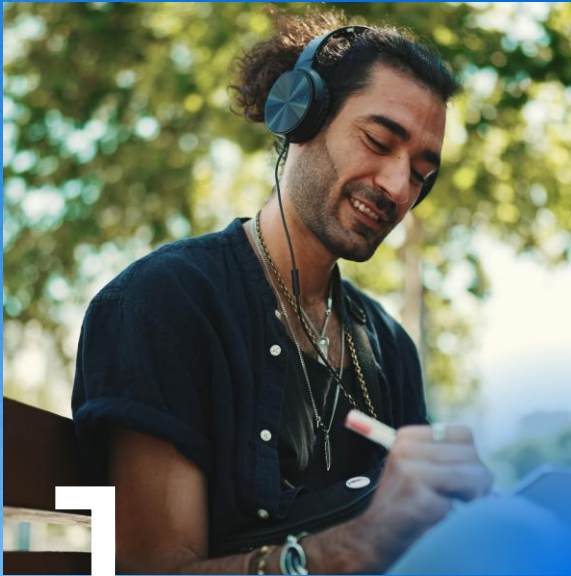
02

Why omnichannel works

Audience 

media demands

Unlocking omnichannel through **the Three M's**



1 Mindsets

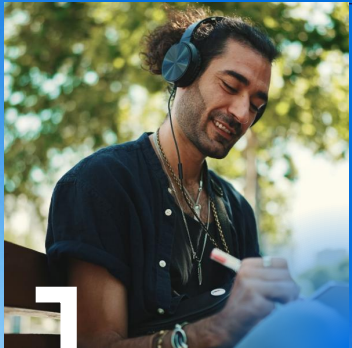


2 Moments



3 Media

We statistically identified **nine media mindsets**



1 Mindsets

% media mindset size



Boredom fix
14%



Keep informed
13%



Plan + Achieve
13%



Enrich me
12%



Chill time
11%



Energize + Motivate
11%



FOMO
10%



Socialize + Connect
9%



Background noise
8%

And established moments that span the media day



2 Moments

In Home



Daytime home
14%



Night in
9%



Home workout
7%



WFH
6%



Family night
6%

Out of Home



Day out
10%



On public transport
9%



Night out
8%



Driving
7%



Out and about
7%



Exercising
6%



Working
5%



Shopping
5%

Creating **media engagement spaces**



Get me in
the zone



Distract me



Help me unwind



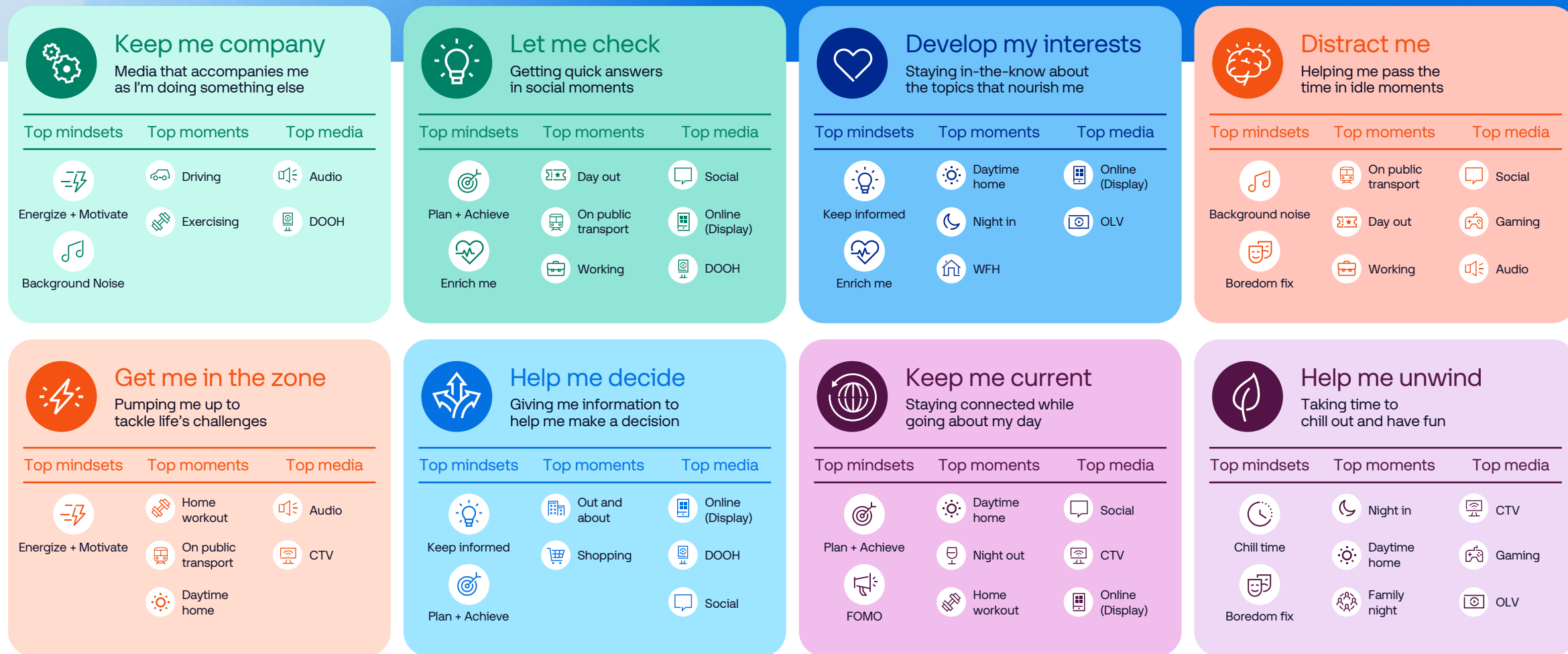
Help me decide



Keep me co



Different media **play** different roles



Different media **play different roles**



Get me in the zone

Pumping me up to tackle life's challenges

Top mindsets

Top moments

Top media



Energize + Motivate



Commuting



Audio



Home Workout



CTV



Daytime



Keep me current

Staying connected while going about my day

Top mindsets

Top moments

Top media



Plan + Achieve



Daytime home



Social



Night out



CTV



FOMO



Home workout



Online (Display)

03

Why omnichannel works

Channel Strengths 



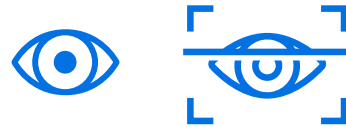
Connected TV

Commands **attention**
and builds **emotional**
connection



CTV

consistently drives:



HIGH

**Attention
Connection
Immersion**

Omnichannel CTV

drives:



1.4x

**Greater
Attention**

2.2x

**Less
Cognitive load**



Audio

Engages audiences
– from **motivation**
to relaxation



Audio

consistently drives:



HIGH

Immersion
Cognitive load

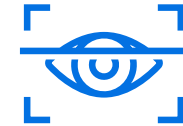
Omnichannel audio

drives:



3.4x

Greater
Connection



1.9x

Greater
Immersion



2.9x

Less
Cog. load



DOOH

Primes audiences
by internalising
brand messages



DOOH

consistently drives:



HIGH

Encoding

Omnichannel DOOH

drives Audio performance:

DOOH + Audio:



5.3x

**Greater
Encoding**



3.4x

**Greater
Connection**



Display/OLV

Display and OLV
benefit the most **from
being connected** to
drive tangible action



Display/OLV
consistently drives:



HIGH

Attention

Omnichannel Display/OLV
drives:



4.7x

**Greater
Attention**



5.8x

**Greater
Connection**

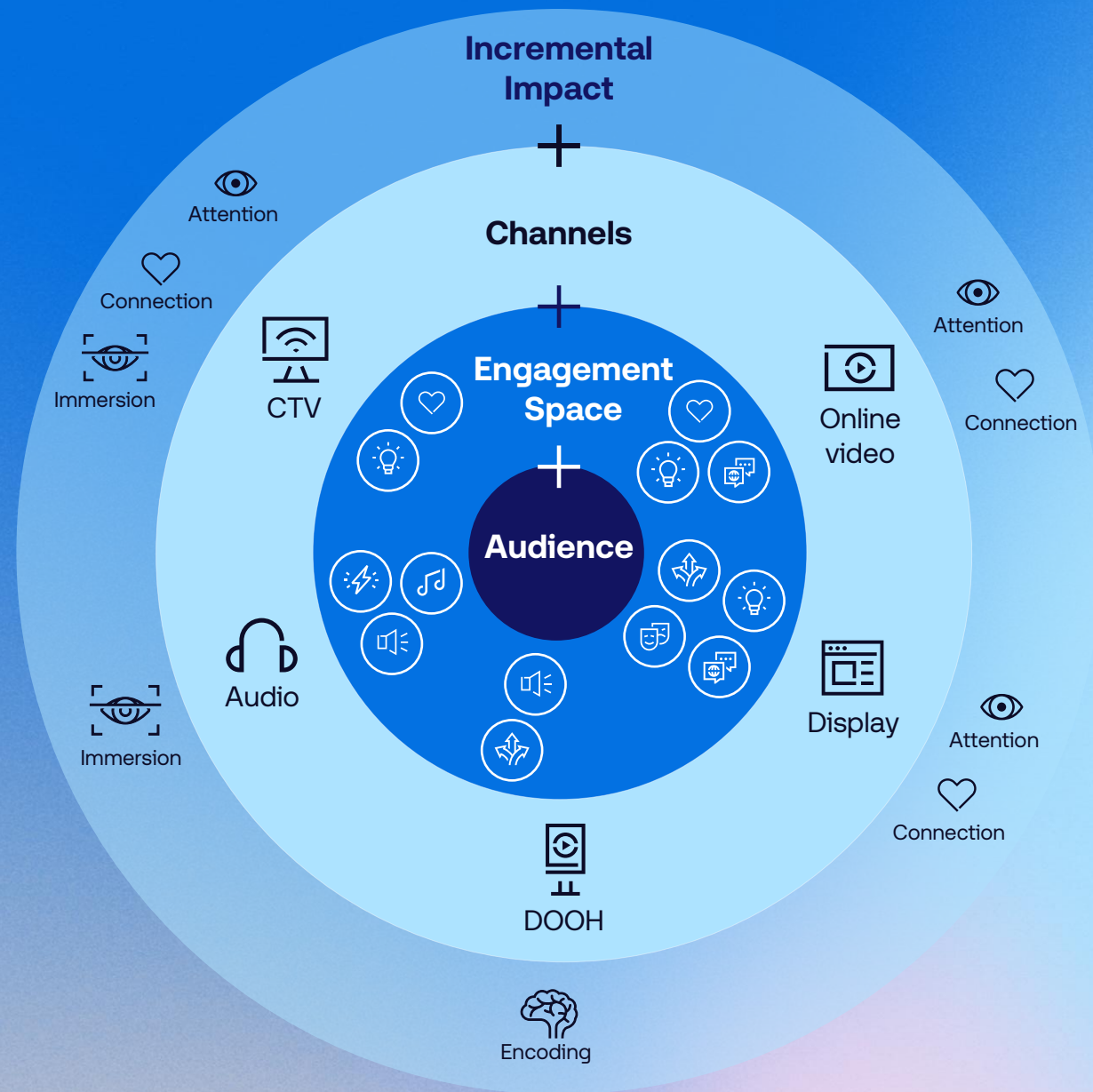


3.3x






















**Greater
Encoding**

What does this
 **all mean?**

An **audience-** **first framework** for media planning



Planning channels together playing into their strengths

Channel	 CTV	 Audio	 DOOH	 Display / OLV
Context	CTV engages audiences when they are most receptive, driving multiple key metrics	Audio boosts recall and is a mood primer (especially in preparing for the day ahead)	DOOH serves as an effective primer for other media channels	Display / OLV is boosted significantly by an effective omnichannel campaign rather than over-serving
When to run	Run alongside other media with longer-form, more emotive content	Run during daily morning moments followed by DOOH or before big cultural or sporting events	Run first in campaign, then adapt to run at dayparts before other media moments	Run towards the end of a campaign or post-exposure to other channels to capitalize on synergy effects
Key engagement spaces	 	   	 	  
Neuro benefits	 Attention  Connection  Immersion	 Immersion	 Encoding	 Attention

 theTradeDesk® Intelligence

Thank
you 

To dive deeper into our
omnichannel findings, scan the
QR code and download our report:

