Why DeepSignal Substantially Outperforms Traditional CTV & OLV Advertising

DeepSignal fundamentally transforms Connected TV (CTV) and Online Video (OLV) from impression-based awareness channels into measurable, inventory-linked demand engines.

Executive Summary

In this campaign, a Live Deep Signal Client invested $3,000 in total video spend and achieved outcomes traditional CTV/OLV platforms cannot measure or replicate:

375

Verified In-Market Shoppers

322

Unique VINs Actively Shopped

116

DeepSignal Targeting Assists

$9.62

Cost Per Unique VIN

$8.26

Cost Per In-Market Shopper

73%+

Assist Close Rates

When DeepSignal data was activated downstream

Traditional CTV and OLV platforms report impressions, completion rates, and publisher lists.
DeepSignal proves who actually shopped, what inventory they engaged with, and how video contributed to sales.

The Core Problem with Traditional CTV & OLV

Traditional video platforms optimize for:

- CPM efficiency
- Ad completion rates
- Publisher transparency

However, they cannot answer the questions that matter most to revenue teams:

- Who became an in-market shopper?
- Which specific vehicles were influenced?
- Did video move buyers closer to purchase?
- Which exposures contributed to a sale?

As a result:

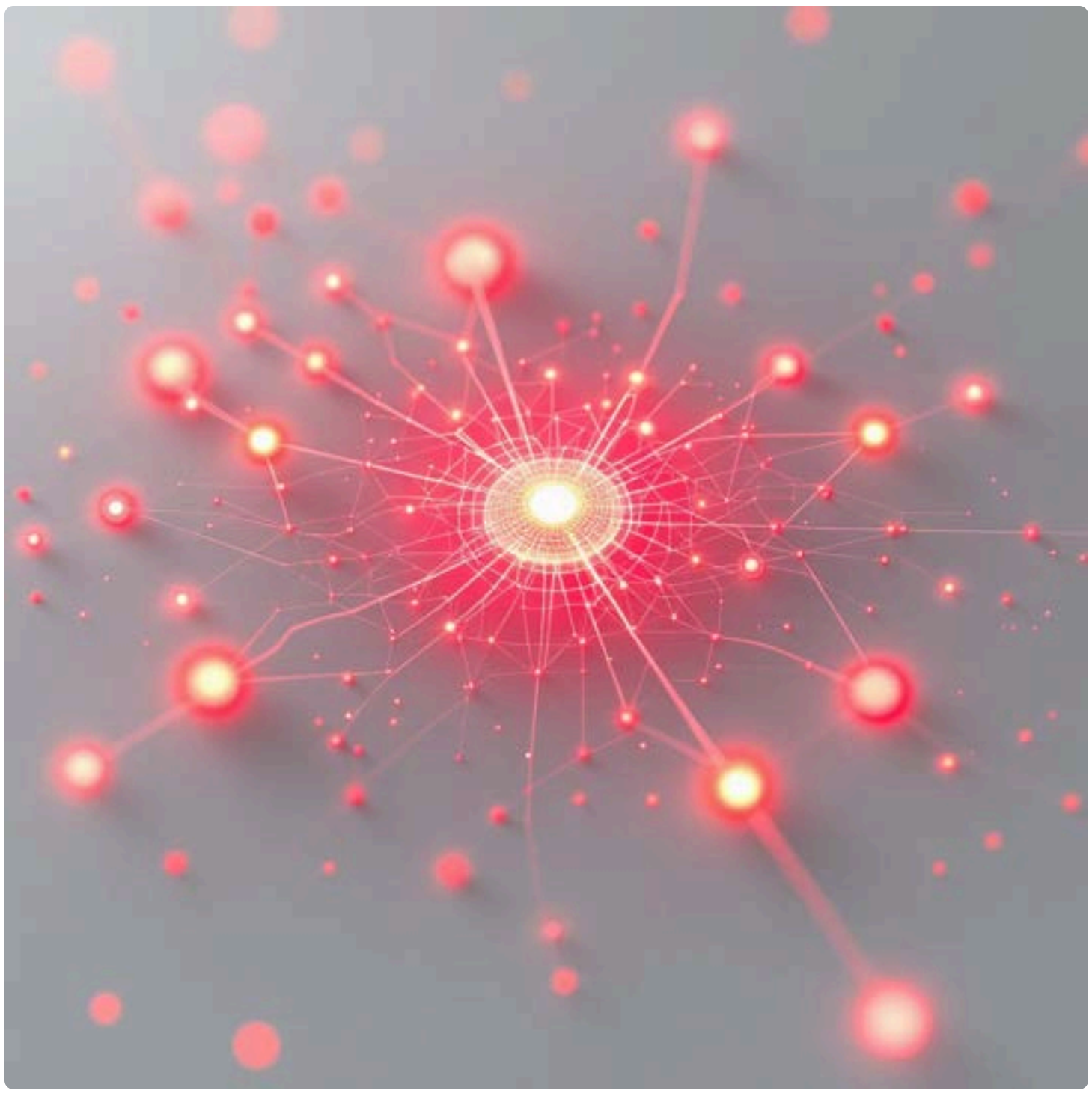
Video success is declared without downstream proof

Media is evenly distributed regardless of demand

Inventory aging, merchandising, and sales impact remain disconnected

What DeepSignal Is (and What It Is Not)

DeepSignal is not generative AI. It is a predictive AI system purpose-built to identify future buyers before they ever visit a client's website.



DeepSignal Uses Predictive AI to:

01

Analyze Real-World Behavioral Patterns

Across millions of users

02

Model Users Who Mirror Known Converters

Closely matching statistical profiles

03

Identify High-Intent Shoppers Earlier

In the funnel before traditional signals

04

Activate Across CTV and OLV

Environments where buyers are present

Unlike retargeting, DeepSignal does not wait for site visits.
It proactively finds net-new, high-propensity buyers who look statistically identical to users who eventually convert.

How DeepSignal Works

Step 1: Predictive Buyer Modeling

DeepSignal analyzes verified shopper behavior and builds predictive cohorts of users most likely to enter the market—before search or site activity occurs.

Step 2: CTV & OLV Activation

Those predictive audiences are activated across premium CTV and OLV inventory, ensuring video reaches buyers—not just viewers.

Step 3: Post-Exposure Intelligence

After exposure, DeepSignal measures:

- Verified in-market shoppers
- VIN-level engagement
- Inventory-specific demand signals
- Assist-based attribution from video exposure

This converts video from passive awareness into active demand intelligence.

Campaign Overview (Live Deep Signal Client)

Total Budget: $3,000

- OLV: $1,200
- CTV: $1,800

Objective:

Move beyond impressions and completions to prove video's impact on real inventory and real buyers.

Performance Results: OLV vs. CTV (DeepSignal Enabled)

OLV Performance

CPM	$9.00
Impressions	137,706
Completion Rate	66.0%
Completed Views	89,536
Unique Domains Reached	5,001
Vehicle Detail Page (VDP) Views	3,441

Insight:
OLV efficiently seeded predictive buyers across thousands of environments, building upper-funnel momentum for VIN-level engagement.

CTV Performance

CPM	$30.85
Impressions	60,231
Completion Rate	99.2%
Completed Views	59,598
Streaming Channels	636
VDP Views	1,115

Insight:
CTV delivered premium attention—and unlike traditional CTV, DeepSignal measured what those viewers did next.

Inventory-Level Impact (Where Traditional Video Fails)

DeepSignal directly tied video exposure to inventory engagement, revealing:

322 Unique VINs

Actively shopped

375 Unique In-Market Shoppers

Verified and identified

116 Video-Driven Targeting Assists

Direct attribution

90–99% XVIN Engagement Rates

Across priority inventory

Clear visibility into which vehicles left inventory vs. remained active

> **Traditional CTV and OLV cannot identify or act on this information.**
> DeepSignal turns video into a merchandising and sales intelligence tool.

Cost Efficiency vs. Traditional Video & Proven Impact on Sales

Cost Efficiency Comparison

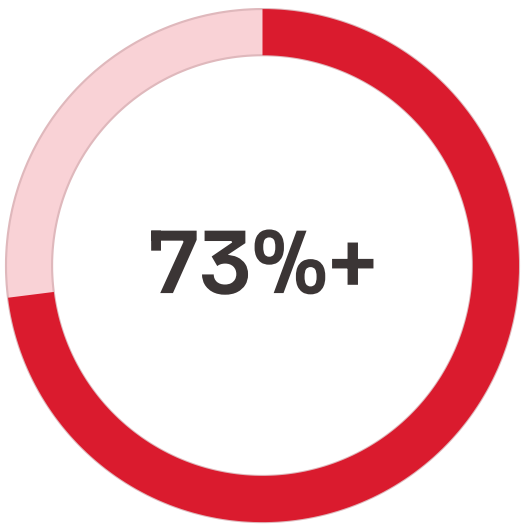
Metric	DeepSignal Video
Cost per Unique VIN	**$9.62**
Cost per In-Market Shopper	**$8.26**
Cost per Assist	**$26.70**

Traditional CTV/OLV platforms:

- Cannot calculate cost per VIN
- Cannot isolate in-market users
- Cannot measure assist-level impact

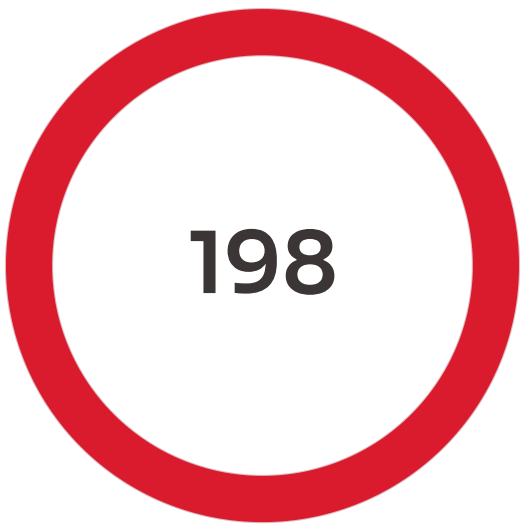
Proven Impact on Sales & Closing Rates

When DeepSignal audiences were activated alongside downstream channels:



Assisted Close Rates

Recorded across campaigns



Vehicle Sales

Influenced by video assists

- Inventory velocity improved through demand-weighted exposure
- Sales teams gained visibility into which vehicles video helped sell

This demonstrates how DeepSignal moves shoppers from lower-funnel consideration to conversion, rather than stopping at awareness.

Strategic Advantages & Conclusion

Strategic Advantages Over Traditional CTV & OLV

1

Buyer-Level Accountability

Traditional video measures views.
DeepSignal measures buyers.

2

Inventory-Aware Optimization

Media is weighted toward vehicles showing real demand—not evenly spread across inventory.

3

Assist-Based Attribution

DeepSignal captures video's influence where last-click models fail.

4

Reduced Media Waste

Spend is validated against real shopping behavior, not assumed intent.

Conclusion

This case study confirms that DeepSignal redefines how video advertising performs.

Where traditional CTV and OLV stop at:

- Impressions
- Completion rates
- Publisher transparency

DeepSignal delivers:

- Predictive identification of future buyers
- Verified in-market demand
- VIN-level accountability
- Measurable influence on sales outcomes

> **Result:** CTV and OLV evolve from upper-funnel awareness tools into predictable, data-backed revenue drivers.