

GroupM & TUI Cruises Mein Schiff

Travel

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Microsoft Invest DSP—Feature: Household Attribution for CTV

The best journey ever: How GroupM Germany measured the engagement of TUI Cruises Mein Schiff CTV campaigns with Microsoft Invest DSP.

The goal

Consumers are second-screening more than ever before. From streaming shows on CTVs while reading the news on smartphones to watching online videos while booking travel on a tablet. That's why EssenceMediacom's goal was to measure second screen engagement when consumers were exposed to a TUI Cruises Mein Schiff Connected TV (CTV) ad campaign by using GroupM Nexus proprietary CTV solution Advanced TV that leveraged Microsoft's Invest DSP.

The solution

With Microsoft's Household Attribution, EssenceMediacom was able to measure the impact of CTV exposure on website usage and interactions. They overcame measurement gaps and established a granular customer journey tracking. By combining Microsoft's Household Attribution with GroupM Nexus Advanced TV intelligent targeting solutions, it was possible to measure and attribute the effectiveness of TUI Cruises Mein Schiff campaign, across multiple screens and targeting strategies.

GroupM Germany was now empowered to align performance KPIs to analyze success and optimize different data strategies.

"Implementing GroupM Nexus Advanced TV alongside Microsoft's 'Household Attribution' has significantly amplified the success of our 'Mein Schiff' campaign under TUI Cruises. This combination has deepened our understanding of CTV's contribution to the customer journey, enabling us to use this medium more effectively and strategically in the future."

Mariette Adomeit
Head of Media & Research
TUI Cruises

The results

When people see a CTV ad that inspires - something happens. They open a browser and will get further information, even up to buying a cruise ticket, a new coat, or book a cabin in the mountains. Measuring GroupM's CTV campaign proves CTV video ads drive real results.

With TUI Cruises Mein Schiff **43%** of engagements happened within the first 24 hours. And after 2 weeks, HH attribution analytics reveal a total of 54K interactions were tied to the CTV ad.

In **42%** of interactions, customers were entering concrete travel information on the Mein Schiff website.



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