New Discovery Ad Offering Unifies Audiences Across Linear and Digital Platforms

|
2 hours ago

In recent years, Discovery has given advertisers audience targeting capabilities on linear through its Discovery Engage advanced advertising offering. Now the company has created a new product that will extend that targeting into digital platforms.

With OneGraph, Discovery will unify audiences across all of its linear and digital platforms. The new product will be available for the first time in this year's upfront.

Until now, Discovery Engage had been focused on optimizing audiences on linear only. OneGraph—which is powered by LiveRamp's data connectivity platform—extends those capabilities to digital, connecting identities across linear viewing, VOD, streaming, desktop, mobile and connected devices.

Together, the offerings will give marketers one platform to reach and analyze viewers—activating more than 50 unique data segments from Discovery, as well as third-party segments—across all platforms, including data-driven linear, linear addressable and Discovery's Go apps.

"We've been asked by the buy-side advertising community for the last year or so for this capability to be able to take one underlying audience target"—whether first-party data (provided by the advertiser or Discovery) or third-party segments—"and use that same audience target to not only buy linear, but extend that into our digital ecosystem, and then be able to measure the deduplicated, incremental reach on the back end,"

said Sam Garfield, vp of data strategy and analytics at Discovery.

Advertisers had been looking for the ability to deduplicate those audiences across platforms and take an analytical view of platform reach, Garfield added.

Garfield and his team have been working on OneGraph since 2018, and he said the timetable wasn't disrupted by the pandemic: "We had most of the heavy lifting taken care of by March."

As Discovery rolls out OneGraph in the upfront, the company stressed that it doesn't consider this a beta test.

"We're ready to launch. We have the capability; now we're looking for who those partners are going to be," said Garfield. "We're looking for clients that it makes sense for," but there is no limit on the number of partners the company could work with during the upfront.

By partnering with OneGraph, "we are ushering advanced TV into its next era by actually leveraging viewership fragmentation via addressable targeting across the TV marketplace," said Jay Prasad, chief strategy officer of LiveRamp TV, in a statement.

Don't miss Adweek **NexTech July 27-July 30th**, to explore the future of video convergence, ATV and CTV. **Save your virtual seat.**

https://www.adweek.com/tv-video/discovery-ads-onegraph-unifies-linear-digital-audiences/