

## Impact in Action

Practical guidance from real-world marketing examples

# Direct Momentum

10 Case Studies on How Multiscreen TV  
Drives Mid-Funnel Outcomes for DTC Brands





## Increased multiscreen TV investment by DTC brands is fueled by mid-funnel results

Earlier this year we released our annual update on multiscreen TV investment by direct-to-consumer (DTC) brands. The results of our analysis showed that **2024 featured the highest number of DTC brands collectively investing the most amount of dollars into TV ever.**

These digital-native, data-driven, performance-obsessed brands are investing more into multiscreen TV because they know that **integration within [premium video content works](#).**

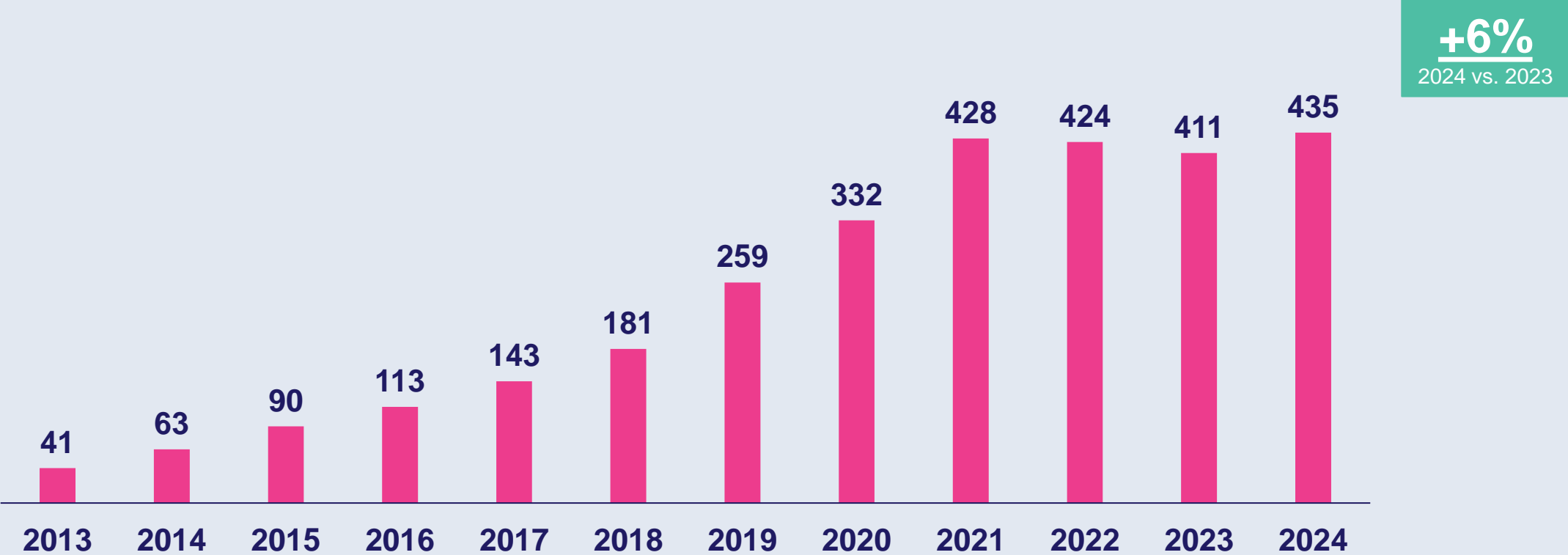
As a complement to our [‘Direct-to-Consumer’ Historical TV Spend Advertiser List](#), we created **10 real-world case studies** that quantify the measurable impact of multiscreen TV on mid-funnel outcomes such as branded online search and brands’ website traffic.

There are **many reasons for increased investment** but all tie back to the ability of multiscreen TV’s ability to drive outcomes including brands that:

- **Increased their TV investment** after seeing initial success
- Made a **‘big bet’** in premium, signature programming that drove brand curiosity
- Achieved incremental growth through a **sustained presence**
- Saw success through a **short campaign burst**
- Turned **‘test-and-learn’** results into **‘heavy-up’ investments**
- **Came back to TV** after a hiatus and achieved immediate traffic spikes

# 2024 featured the highest number of digital-native, direct-to-consumer brands investing in multiscreen TV platforms ever

# of Active Digital-Native, Direct-to-Consumer (DTC) Brands on Multiscreen TV



Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (\*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs. Direct to Consumer – a company that sells their product or service online directly to end customers without involving third-party retailers, wholesalers or other parts of the traditional consumer supply chain. Number of DTC brands reflect active on U.S. TV each year.

# 2024 also featured the highest total investment ever on multiscreen TV by performance-obsessed, data-driven, digital-native DTC brands

**Digital-Native, Direct-to-Consumer (DTC) Brands U.S. Total TV\* Spend**  
*\$ in millions*



Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (\*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs. Direct to Consumer – a company that sells their product or service online directly to end customers without involving third-party retailers, wholesalers or other parts of the traditional consumer supply chain.

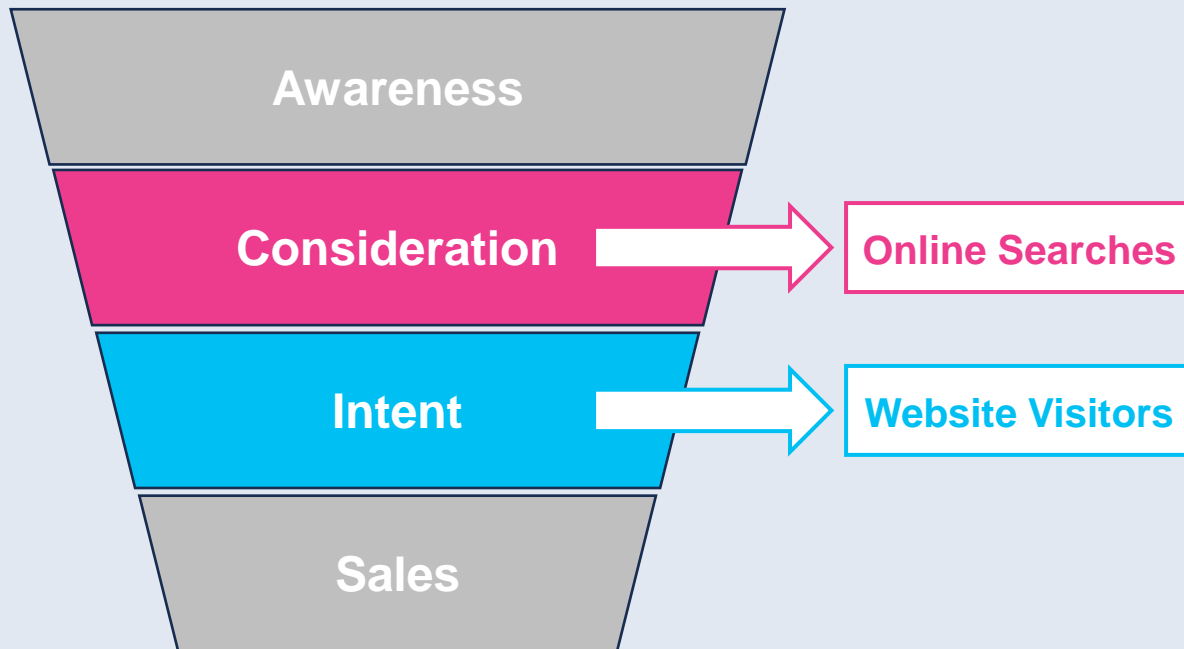


**Why are more DTC brands investing  
more dollars into multiscreen TV?**

**Because it works.**

# We created 10 real-world case studies that quantify the measurable impact of multiscreen TV on branded online search and brands' website traffic

## Outcomes Metrics by Purchase Funnel Stage



## Analysis Methodology

### Online Searches

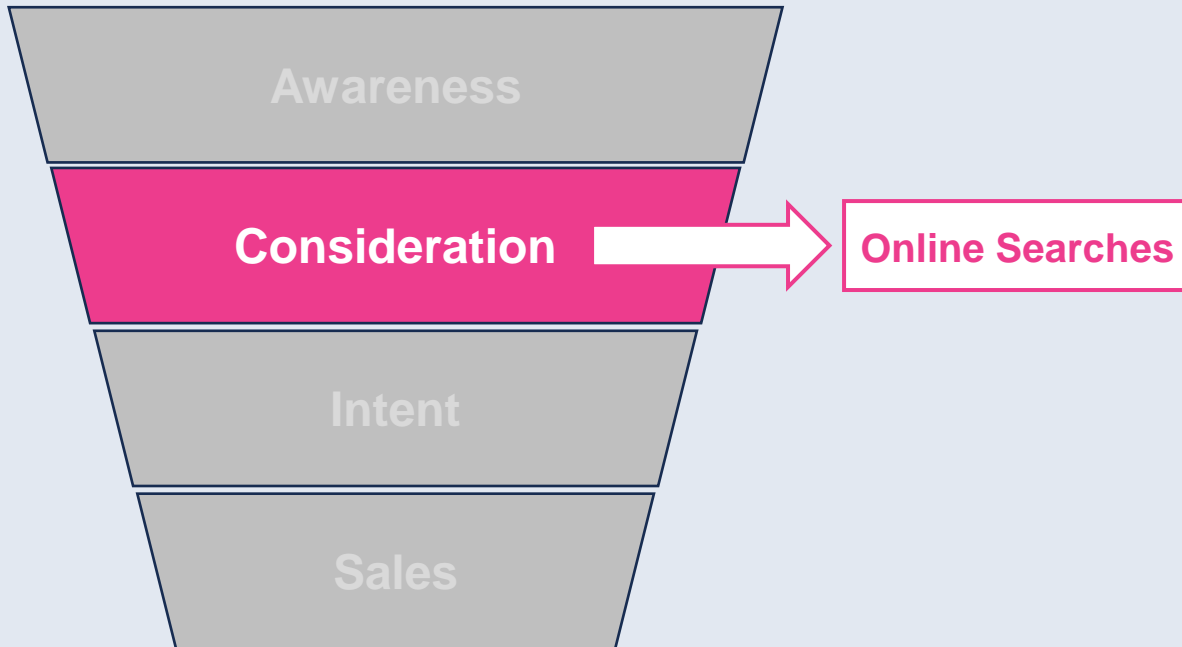
- ▶ Using Google Trends we compared the relative volume, quantified by the search index, of searches for DTC brands before and after their TV launch.

### Website Visitors

- ▶ We analyzed website traffic data between January 2023 - August 2025 through Comscore to compare monthly unique visitors for each brands' measured website before and after their TV campaign.

# Five real-world case studies based on the impact of multiscreen TV campaign investment on **branded online search activity**

## Outcomes Metrics by Purchase Funnel Stage



## Analysis Methodology

### Online Searches

- ▶ Using Google Trends we compared the relative volume, quantified by the search index, of searches for DTC brands before and after their TV launch.

## ‘Investment Spend’ Brand Case Studies:

Spikes in branded search activity achieved by first-time TV advertisers in 2023 led to increased TV investment in 2024

How to read the charts in this section:

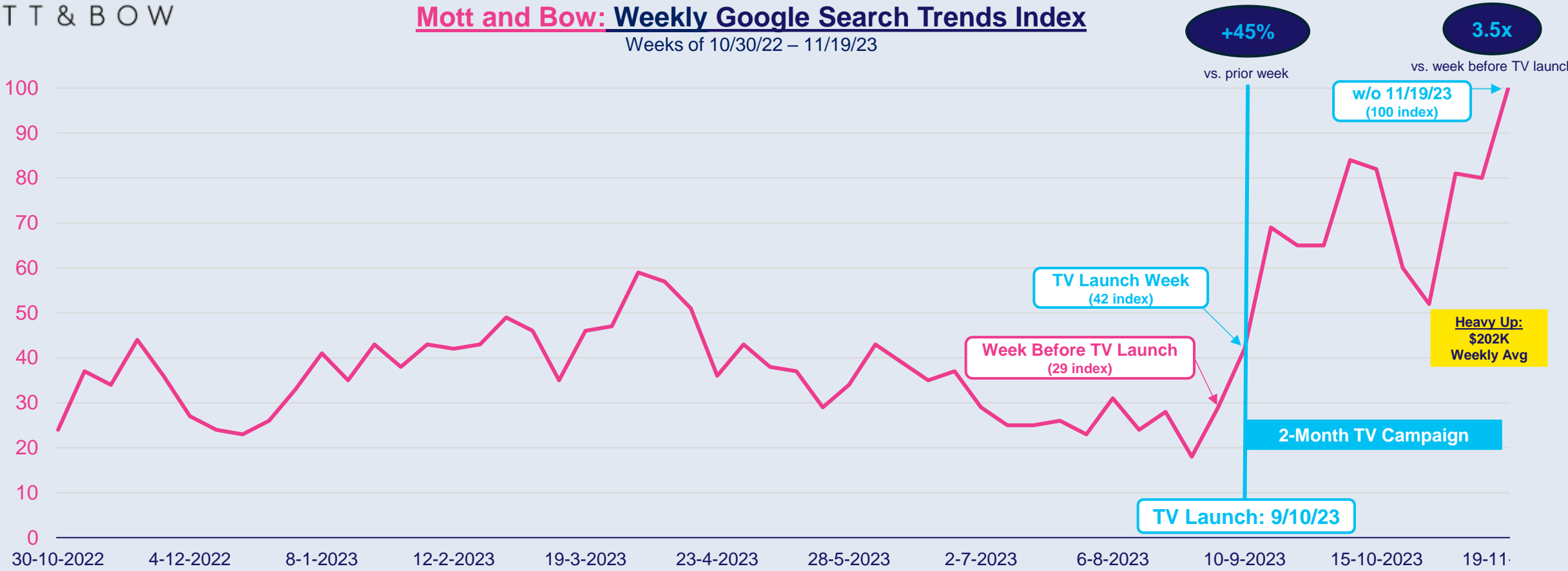
**Google Search Index** = represents search interest relative to the highest point during a specific time period for a given region (i.e., U.S.), a value of **100 is the peak popularity for the term**, a value of 50 means that the term is half as popular.



# Mott & Bow: Saw a 3.5x spike in online branded search activity by the end the second month of their first TV campaign which launched in late-2023

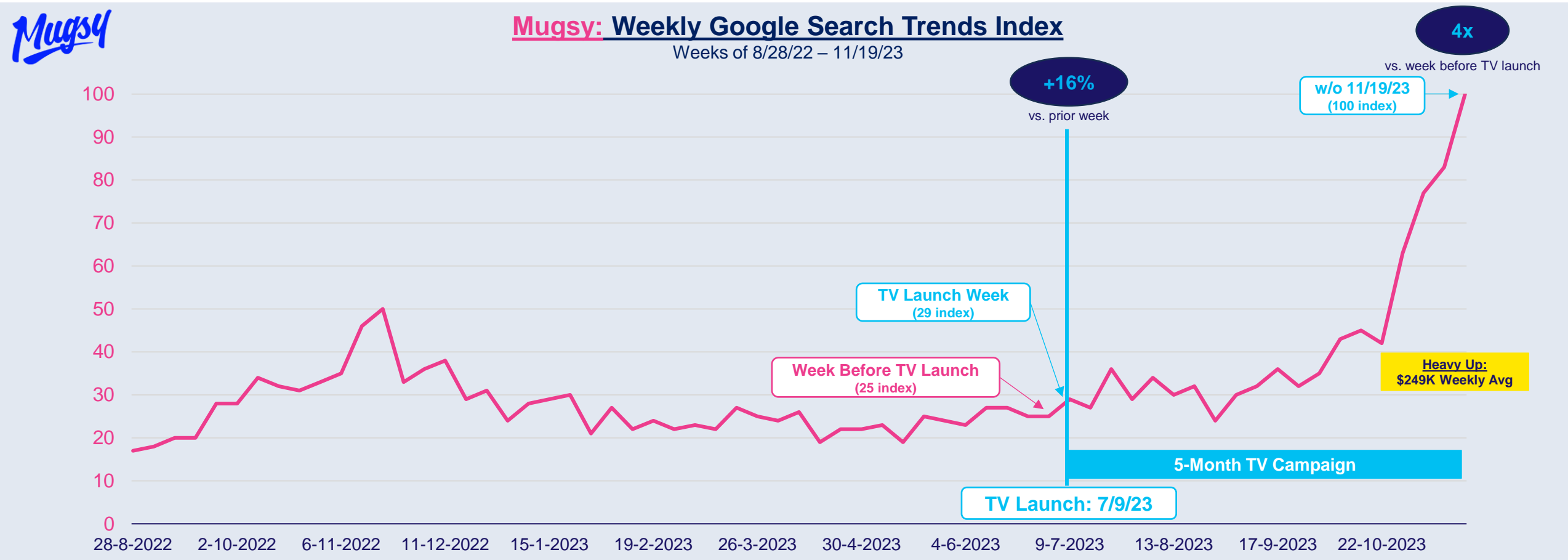
MOTT & BOW

**Mott and Bow: Weekly Google Search Trends Index**  
Weeks of 10/30/22 – 11/19/23



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 10/30/22 – 11/19/23. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV. Spend is based on reported national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV spend. \$1.7MM reflects TV investment for the weeks of 9/10/23-11/19/23. Note: Light blue line marks the first week of TV spending for each brand.

# Mugsy: Saw its online search activity quadruple when it 'heavy-upped' its TV investment spend within it's first TV campaign towards the end of 2023

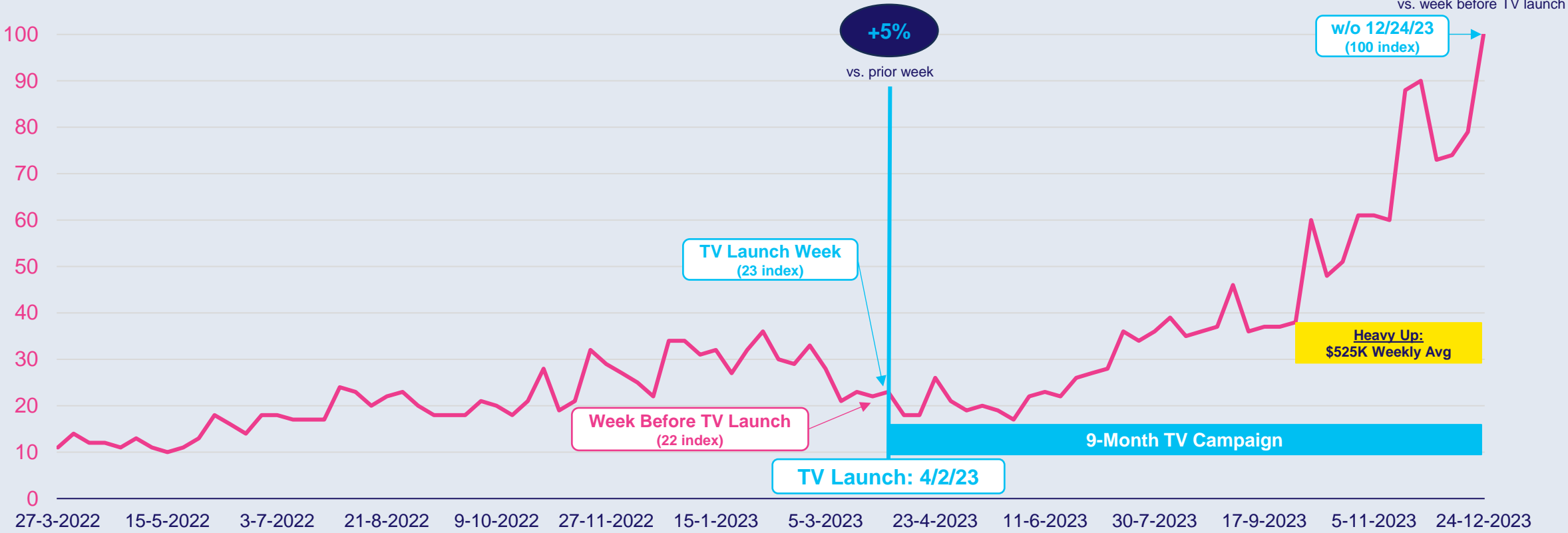


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 8/28/22 – 11/19/23. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV. Spend is based on reported national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV spend. \$1.9MM reflects TV investment for the weeks of 7/9/23-11/19/23. Note: Light blue line marks the first week of TV spending for each brand.

# Laura Geller: A sustained presence on TV for this first-time TV advertiser in 2023 culminated in a 4.5x increase in branded search by the end of the year

LAURA GELLER  
NEW YORK

**Laura Geller: Weekly Google Search Trends Index**  
Weeks of 3/27/22 – 12/24/23



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 3/27/22 – 12/24/23. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV. Spend is based on reported national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV spend. \$9.5MM reflects TV investment for the weeks of 4/2/23-12/24/23. Note: Light blue line marks the first week of TV spending for each brand.

# Those three brands launched TV for the first time in 2023 and significantly increased TV spend in 2024 after seeing major spikes in branded search

## 3 DTC Brands - U.S. Total TV\* Spend \$ in millions

■ Laura Geller   ■ Mugsy   ■ Mott & Bow

2024 vs. 2023

**+2.3x**

**+1.8x**

**+2.2x**

**+3.4x**

**\$19.3**

**\$43.7**

\$9,7

\$2,5

\$3,0

\$32,5

\$4,5

\$6,7

**2023**

**2024**

## 3 DTC Brands Analyzed

M O T T & B O W

*Mugsy*

LAURA GELLER  
NEW YORK

Source: VAB analysis of Nielsen AdIntel as of 7/14/25 (\*includes all six measured TV media: nat'l cable TV, nat'l broadcast TV, Spanish language broadcast TV, Spanish Language cable TV, spot TV, syndication TV; and streaming as of 2022-2024); excludes promos and PSAs. \*3 Brands: Mugsy, Mott & Bow and Laura Geller. DTC/Direct to Consumer – a company that sells their product or service online directly to end customers without involving third-party retailers, wholesalers or other parts of the traditional consumer supply chain.

## **‘Big Bet’**

### **Brand Case Study:**

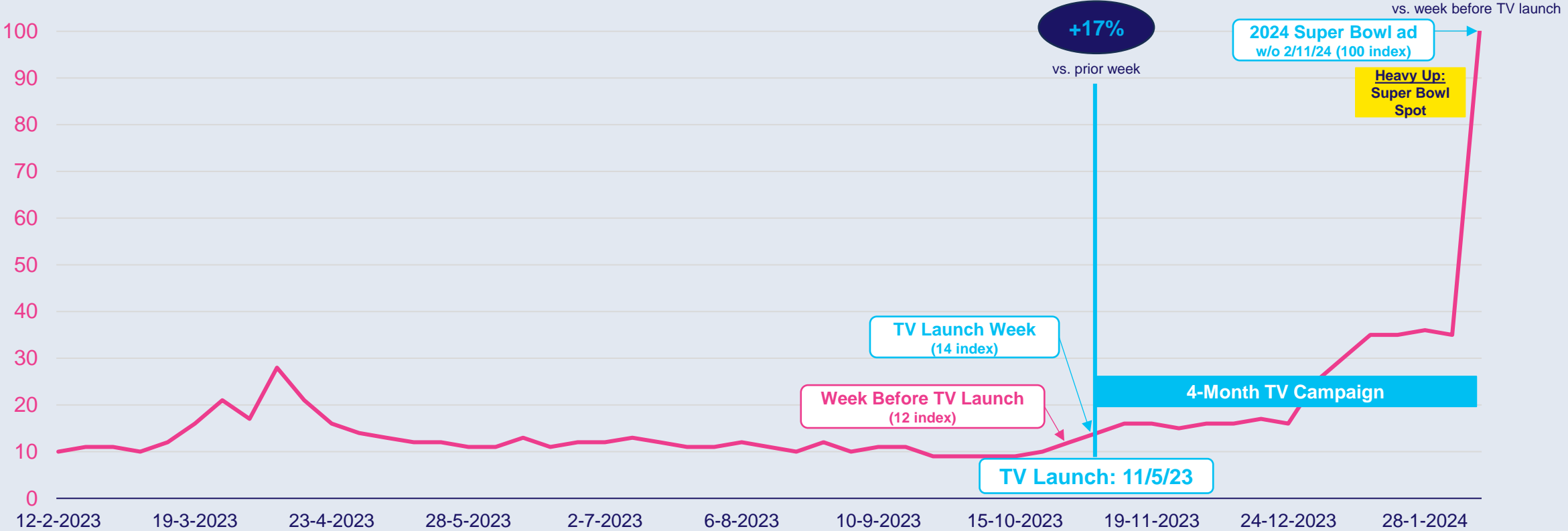
A first-time TV advertiser in 2023 saw initial success leading them to make a ‘big bet’ TV investment in 2024 which drove significantly more branded online search activity



# Poppi: After launching their first TV campaign in late-2023 the brand made a big bet with a 2024 Super Bowl ad which delivered a 3x increase in search



**Poppi: Weekly Google Search Trends Index**  
Weeks of 2/12/23 – 2/11/24



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 2/12/23 – 2/11/24. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV. Spend is based on reported national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV spend. \$29.0MM reflects TV investment for the weeks of 11/5/23-2/11/24. Note: Light blue line marks the first week of TV spending for each brand.

## **‘Sustaining Presence’**

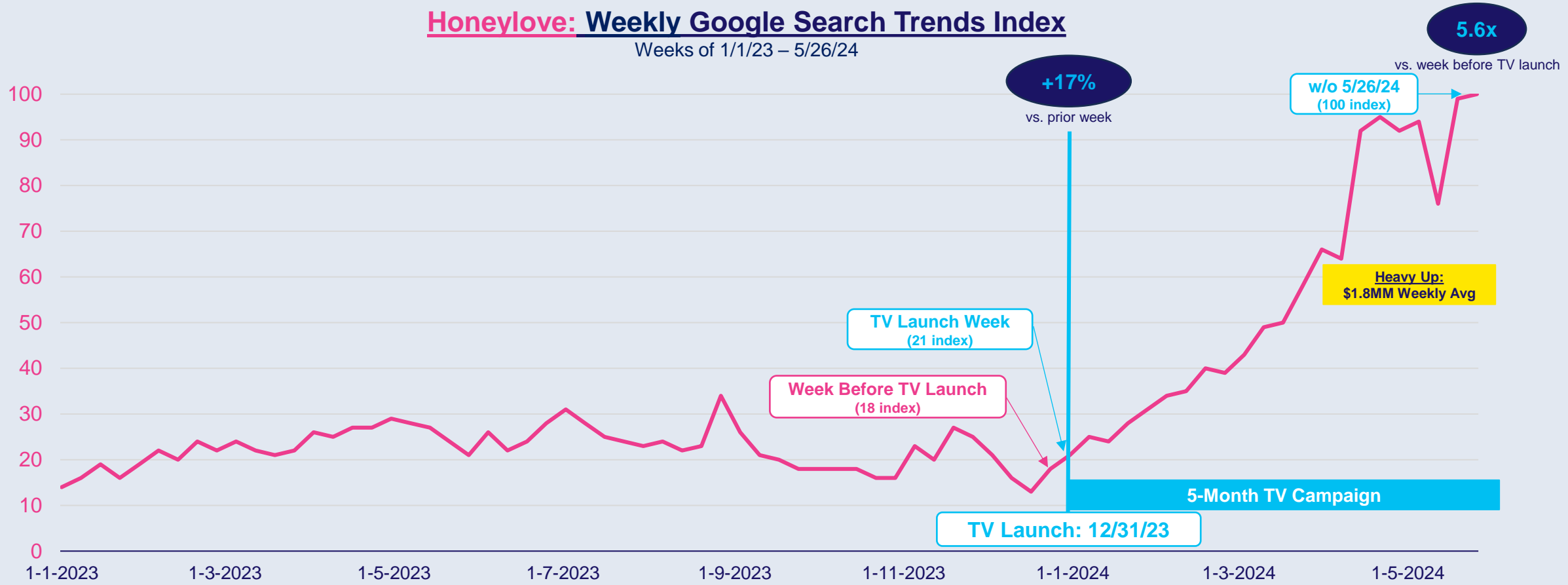
### **Brand Case Study:**

The DTC brand with the largest first-time investment in 2024 achieved steady lifts in their branded online search throughout a sustained presence on TV



# Honeylove: After their TV launch at the beginning of 2024, a sustaining presence delivered a 5.6x increase in branded search after five months

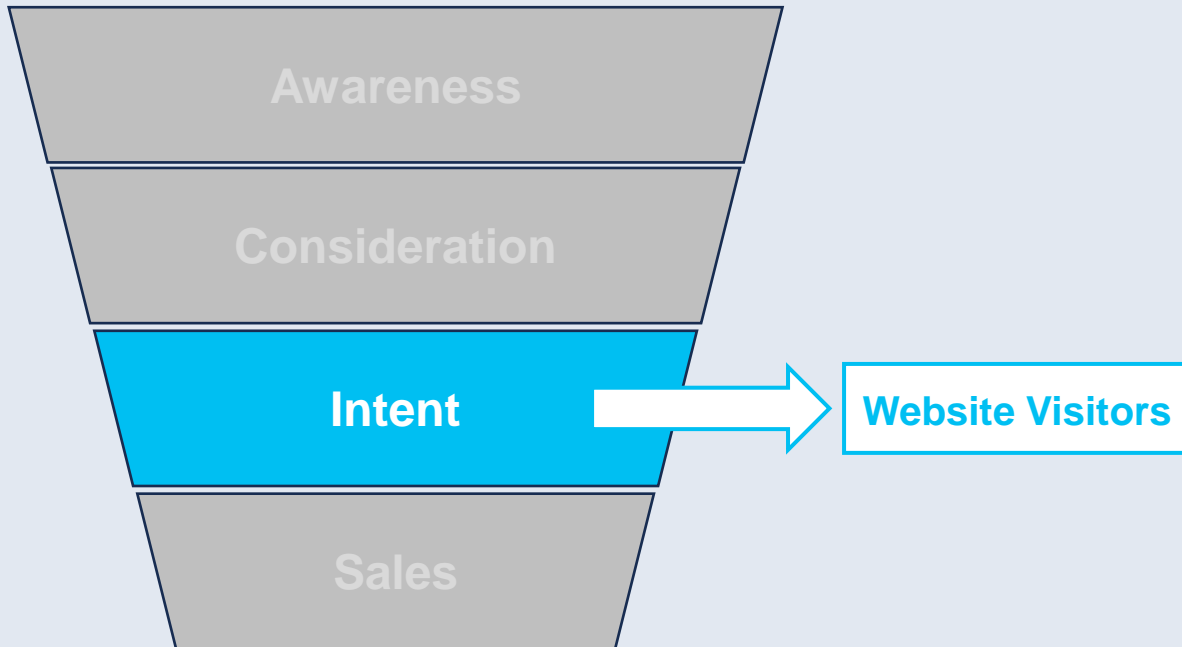
**Honeylove: Weekly Google Search Trends Index**  
Weeks of 1/1/23 – 5/26/24



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 1/1/23 – 5/6/24. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV. Spend is based on reported national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV spend. \$19.8MM reflects TV investment for the weeks of 12/31/23-5/26/24. Note: Light blue line marks the first week of TV spending for each brand.

# Five real-world case studies based on the impact of multiscreen TV campaign investment on **brands' website traffic**

## Outcomes Metrics by Purchase Funnel Stage



## Analysis Methodology

### Website Visitors

- ▶ We analyzed website traffic data between January 2023 - August 2025 through Comscore to compare monthly unique visitors for each brands' measured website before and after their TV campaign.

# **‘Incremental Results’ Brand Case Study:**

A DTC brand launched TV in 2023 and continued with campaigns through 2024 and 2025 which drove incremental website traffic growth



**Factor:** After launching TV in July 2023, the brand saw continued double-digit website traffic growth ‘when on’ throughout 2024 and beyond

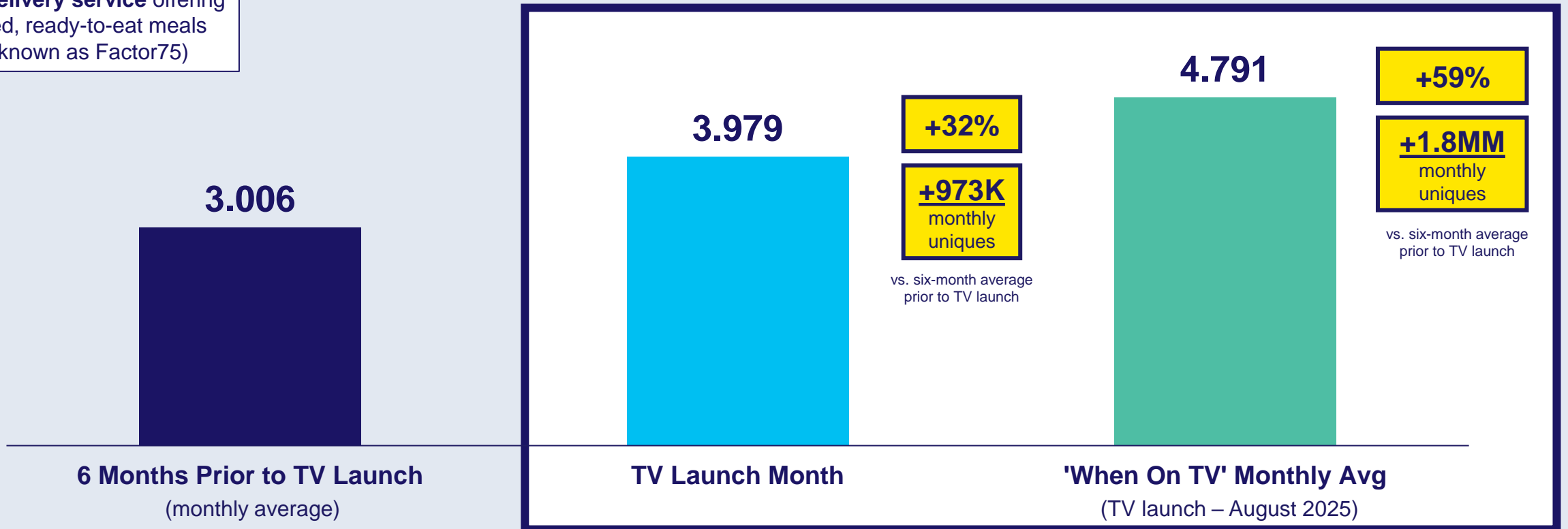
# FACTOR\_

A meal delivery service offering prepared, ready-to-eat meals (also known as Factor75)

## Brand Website Traffic Analysis: Unique Website Visitors

Monthly Website Unique Visitors (000) Comparison

Time Period Analysis: Jan '23 – Aug '25



Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. January 2023 – August 2025 (calendar months). VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV. Spend is based on reported national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV spend. 'When on TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2023 – August 2025 (10 months 'when on TV'). \$31.4MM spend reflects TV investment between July 2023 – August 2025. Factor brand launched in 2013.

## **‘Short Campaign Burst’ Brand Case Study:**

A first-time TV advertiser achieved millions of more unique website visitors during their targeted TV campaign launch in 2024



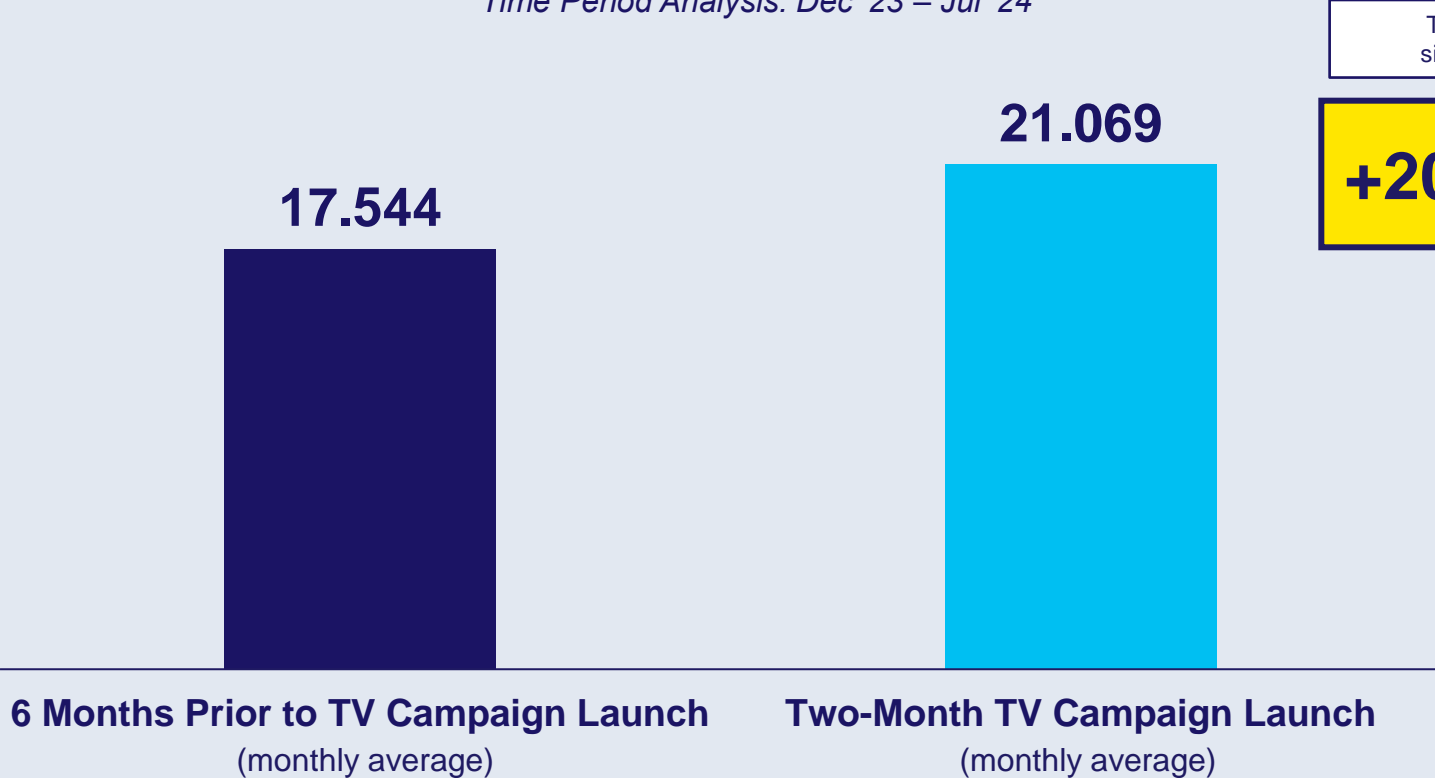
# AliExpress: An increase of 3.5MM unique website visitors each month was seen during their TV launch, a 2-month campaign between June-July 2024



An online retail service based in China and owned by the Alibaba Group

## Brand Website Traffic Analysis: Unique Website Visitors

Monthly Website Unique Visitors (000) Comparison  
Time Period Analysis: Dec '23 – Jul '24



Two-month TV campaign launch vs. six-month average prior to TV launch

**+20%**

**+3.5MM**  
monthly uniques

Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. December 2023 – July 2024 (calendar months). VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV. Spend is based on reported national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV spend. \$6.2MM reflects TV investment between June – July 2024. AliExpress brand launched in 2010.

## **‘Test-and-Learn’ Brand Case Study:**

After testing TV in 2023, a DTC brand ‘heavy-upped’ their investment and continued with a sustaining presence through 2024 which drove huge spikes in their website traffic



# Gabb: After two months of testing, the brand 'heavy-upped' TV investment in 4Q '23 through 2024 which drove triple-digit increases in website traffic

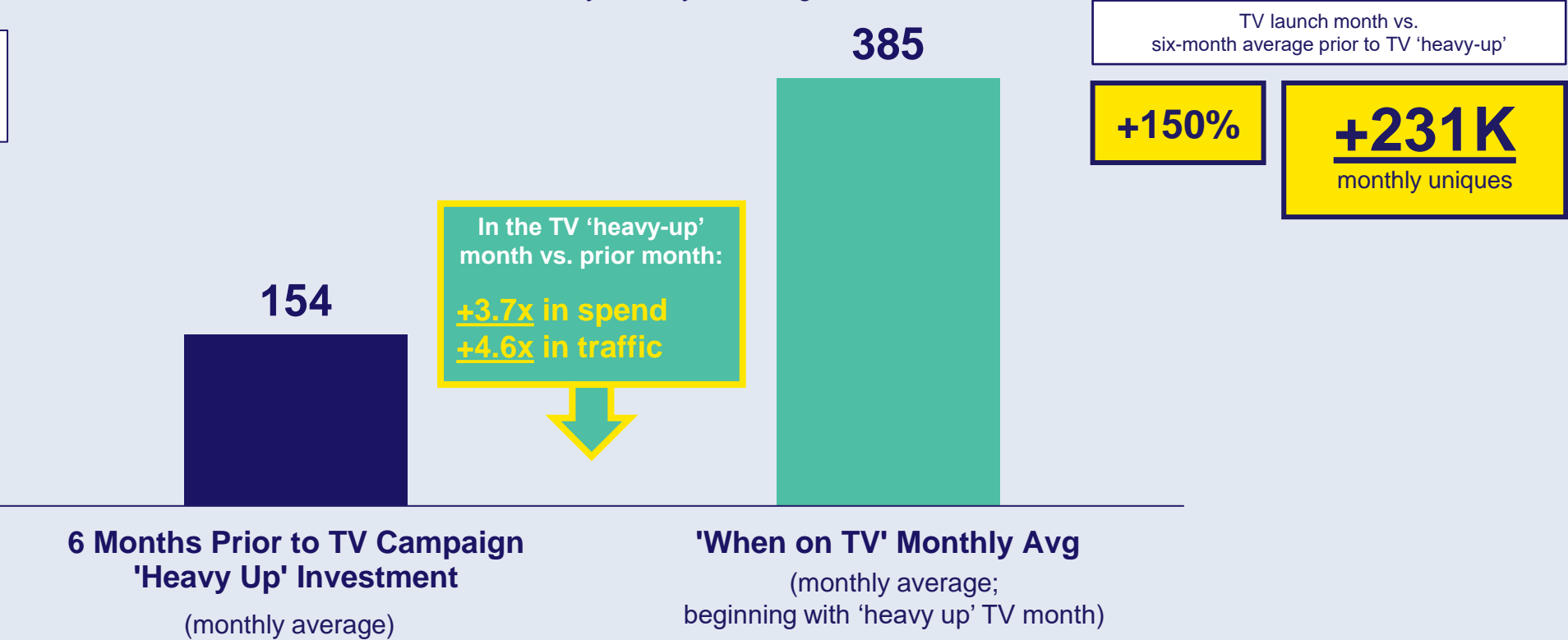


Kid-safe smartphones that have texting and music but no social media or internet

## Brand Website Traffic Analysis: Unique Website Visitors

Monthly Website Unique Visitors (000) Comparison

Time Period Analysis: May '23 – Aug '25



Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. May 2023 – August 2025 (calendar months). VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV. Spend is based on reported national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV spend. 'When on TV' represents the monthly average for brands in months where they spent in TV beginning with the 'heavy up' TV month as measured through Nielsen Ad Intel between May 2023 – August 2025 (21 months 'when on TV'). \$22.2MM spend reflects TV investment between September 2023 – August 2025. Gabb brand launched in 2018.

## **‘Welcome Back to TV’ Brand Case Studies:**

After a prolonged hiatus from TV, DTC brands launched new TV campaigns which drove significant increases in website and app traffic



# Tractive: After an 8-month national TV hiatus, the brand came back strong in Jan 2024 and saw an immediate +70% lift to their website traffic

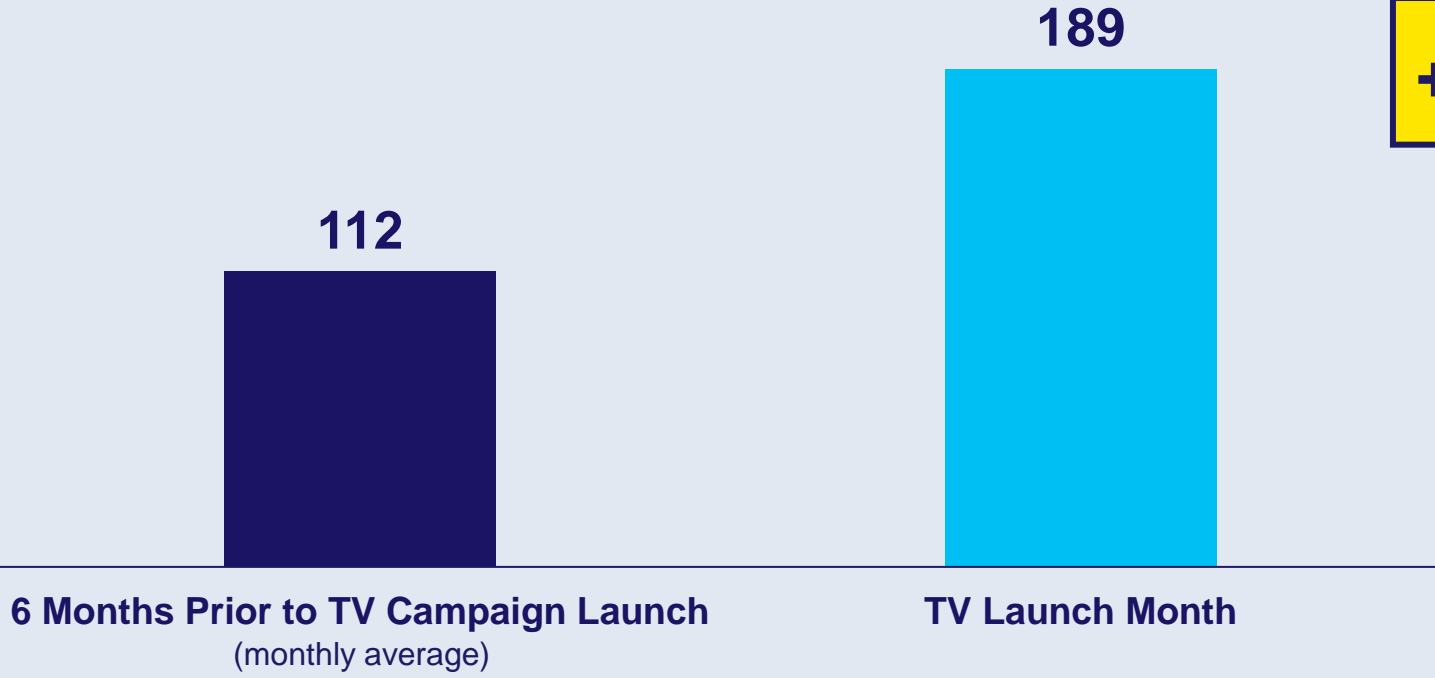


Smart GPS & Health trackers for Cats & Dogs

## Brand Website Traffic Analysis: Unique Website Visitors

Monthly Website Unique Visitors (000) Comparison

Time Period Analysis: Jul '23 – Jan '24



TV launch month vs. six-month average prior to TV launch

**+70%**

**+75K**  
monthly uniques

Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. July 2023 – January 2024 (calendar months). VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV. Spend is based on reported national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV spend. \$461K reflects TV investment in January 2024. Tractive brand launched in 2012.

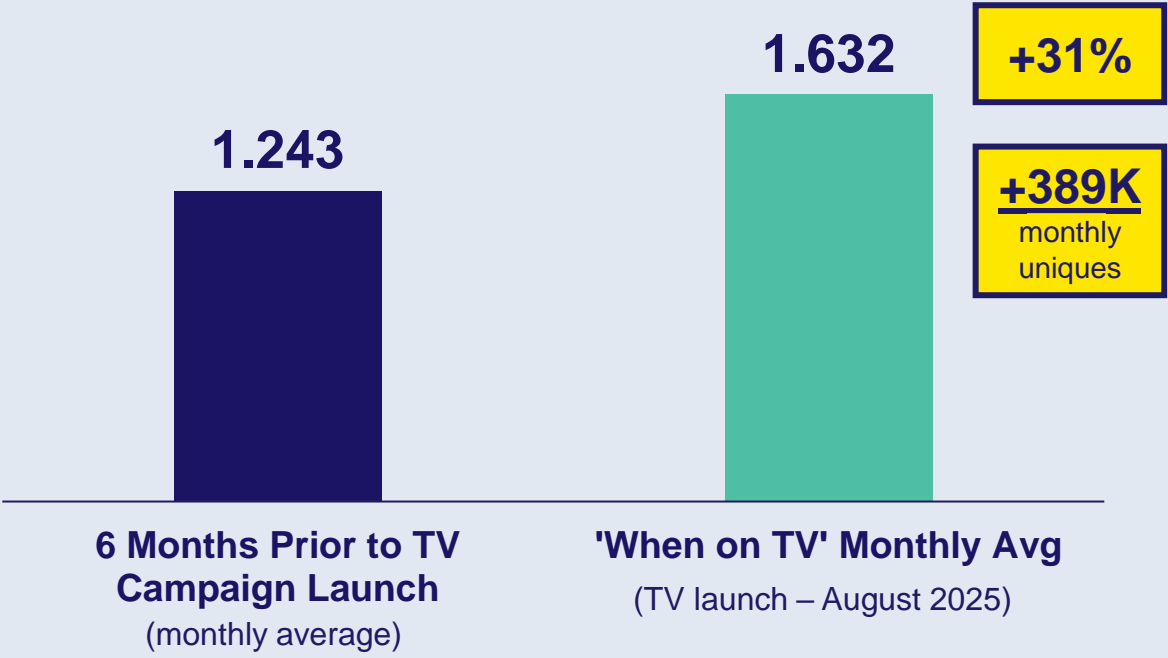
# TickPick: After a year hiatus, the brand launched TV again in summer 2023, airing continuously through 2024 which drove double-digit traffic increases



Online ticket marketplace for sports, concerts, and theater events

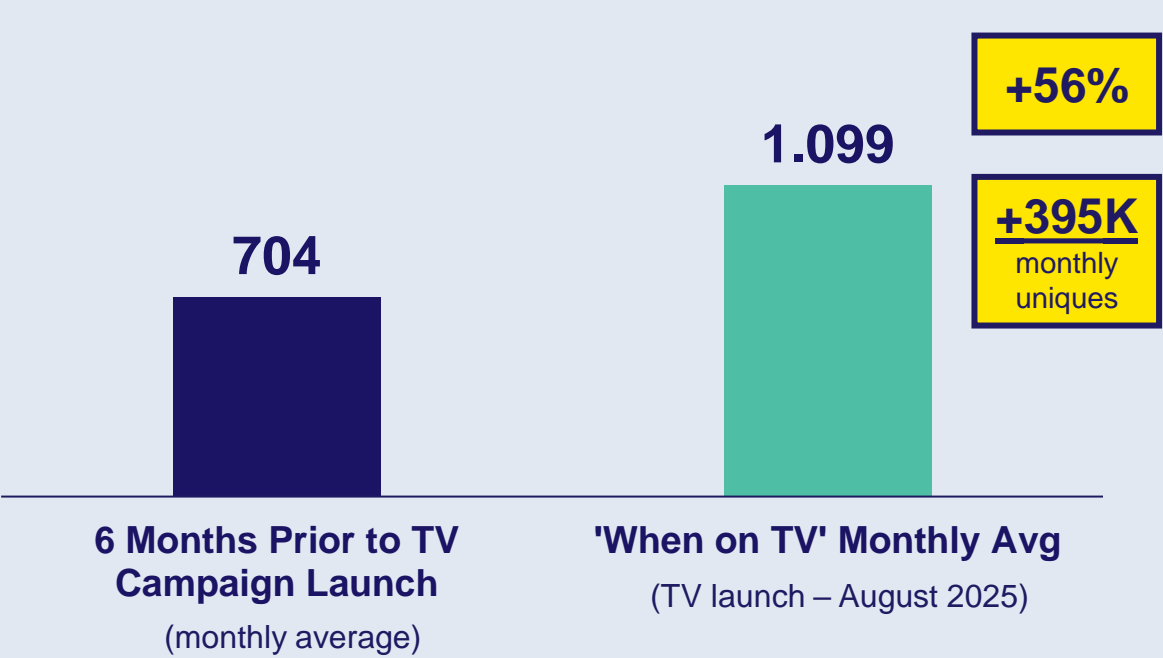
### Unique Website Visitors

Monthly Website Unique Visitors (000) Comparison  
Time Period Analysis: Feb '23 – Aug '25



### Unique Mobile App Visitors

Monthly Website Mobile App Visitors (000) Comparison  
Time Period Analysis: Feb '23 – Aug '25



Source: VAB analysis of Comscore mediameatix multiplatform media trend data, P18+. February 2023 – August 2025 (calendar months). VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV. Spend is based on reported national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV, streaming TV spend. 'When on TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between February 2023 – August 2025 (25 months 'when on TV'). \$22.2MM spend reflects TV investment between August 2023 – August 2025. TickPick brand launched in 2011.

# Key Marketer Takeaways

## Increased multiscreen TV investment by DTC brands is fueled by mid-funnel results

- ▶ More digital-native, data-driven, performance-obsessed direct-to-consumers brands are investing in multiscreen TV because of its' ability to drive mid-funnel outcomes like branded online search and brands' website traffic and, because these brands have so much access to their own data, **they know that advertising in premium content works**
- ▶ DTC brands are seeing **greater mid-funnel outcomes** through a variety of multiscreen TV strategies:
  - ▶ 'Heavy-up' investment spend
  - ▶ 'Big bets' on highly social, highly buzzed about, marquee premium programming
  - ▶ Sustained presence with advertising continuity
  - ▶ Short campaign bursts aligning with business objectives, key selling periods and seasonality
  - ▶ 'Test-and-learn' campaigns to understand what works and what can be optimized
  - ▶ A fresh campaign restart after a TV advertising hiatus

Discover the full list of 789 direct-to-consumer TV advertisers that we have tracked over the last 12 years – **now available to marketers & agencies!**

**Direct-to-Consumer  
Historical TV Spend  
Advertiser List**

**2013 - 2024**

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Inspiration.  
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How Ad Continuity in Multiscreen TV Drives Incremental Growth for Brands



**Breaking Through**  
How New Advertisers Are Using TV To Ignite Interest & Turn Consumers Into Customers



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What It Means for Multiscreen TV and Why It Matters to Marketers



**Best in Show**  
Five Advantages of Multiscreen TV, From Brand to Performance

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VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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