



CASE STUDY

Proving CTV drives real local revenue — not just awareness

Connected TV advertising has evolved beyond traditional brand awareness metrics. This case study demonstrates how a leading national home services brand partnered with JamLoop to transform CTV from a broad-reach medium into a precision revenue driver, delivering measurable results at the local market level and proving ROI to franchise operators who depend on tangible business outcomes.

Client overview

A national home services brand operating through a franchise model across multiple territories, characterized by high-value transactions and predominantly offline sales cycles. The brand faced a critical business challenge: justifying continued investment in CTV advertising to both corporate leadership and independent franchise owners.

Traditional metrics like impressions and reach weren't enough. Franchise operators needed concrete proof that CTV campaigns were reaching qualified households in their specific territories and directly contributing to revenue growth. The stakes were high—without demonstrable ROI, future media budgets would shift to more measurable channels.



The challenge

Client needed a partner who could show:



Targeting precision beyond broad TV audiences

Moving past traditional demographic segments to reach specific high-value households with purchase intent



Real revenue impact, not just engagement

Connecting CTV exposure directly to closed sales and attributable revenue, proving bottom-line business value



Market-level visibility for franchise operators

Territory-specific performance data that franchise owners could use to make informed local marketing decisions



Performance improvement over time

Continuous optimization delivering measurable efficiency gains, not one-time brand lift studies with limited actionability



JamLoop's approach

JamLoop deployed a comprehensive, data-driven strategy that addressed every dimension of the client's challenge—from precise audience targeting to creative localization to rigorous attribution methodology.

01

Local, High-Intent Targeting

Focused campaigns on homeowners in East and West Washington markets with qualifying characteristics: high household income, long property tenure, and behavioral signals indicating service needs. Activated across premium CTV inventory with strategic retargeting to maximize recall and consideration.

03

Credible Offline + Online Attribution

Deployed tracking pixels across both corporate and franchise websites to capture digital conversions. Most importantly, JamLoop matched approximately 2,000 offline sales records to CTV-exposed households using its proprietary identity graph, producing high-fidelity attribution at the store and territory level—the gold standard for franchise operations.

02

Localized Creative

JamLoop's in-house Creative Studio replaced generic national ads with market-specific versions tailored to East versus West Washington audiences. Updated creative featured stronger calls-to-action, locally relevant messaging, and improved visual storytelling—driving higher engagement and conversion efficiency.

04

Performance Optimization

Continuous refinement across every campaign variable: impression pacing, publisher selection, frequency management, and creative sequencing. This iterative approach strengthened results throughout each campaign cycle, with documented efficiency improvements month over month.

Results

The partnership delivered breakthrough performance that exceeded client expectations and set new benchmarks for CTV effectiveness in the home services category.

90%

Identity match rate

Exceptional data quality connecting offline sales to exposed households

115

Attributed offline sales

Offline sales directly attributed to CTV exposure — a full online-to-offline connection.

\$3M

Influenced revenue

Total sales value generated from CTV-driven customer acquisition

+46%

Efficiency lift

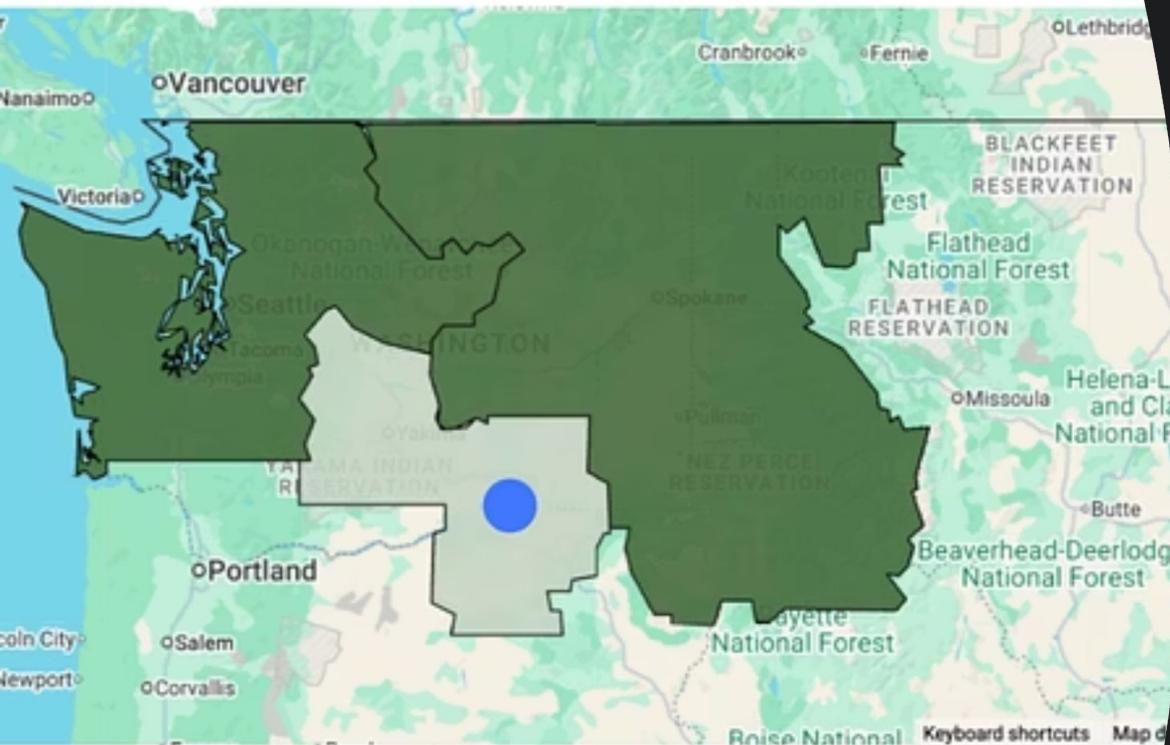
Performance improvement driven by localized creative and optimization

The key story:

Using JamLoop's identity graph, the client could finally see website visits, consultation requests, and in-person closed deals in one unified view. This clarity showed performance strengthening each month as localized creative and refined targeting took hold—proving the model was scalable and repeatable across campaigns.



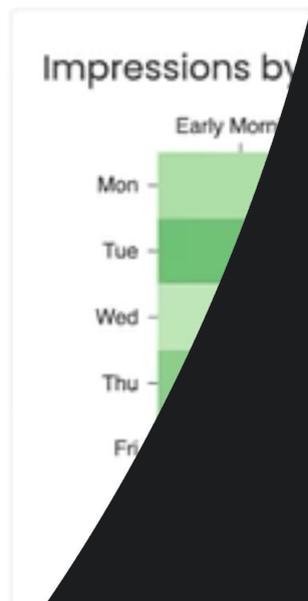
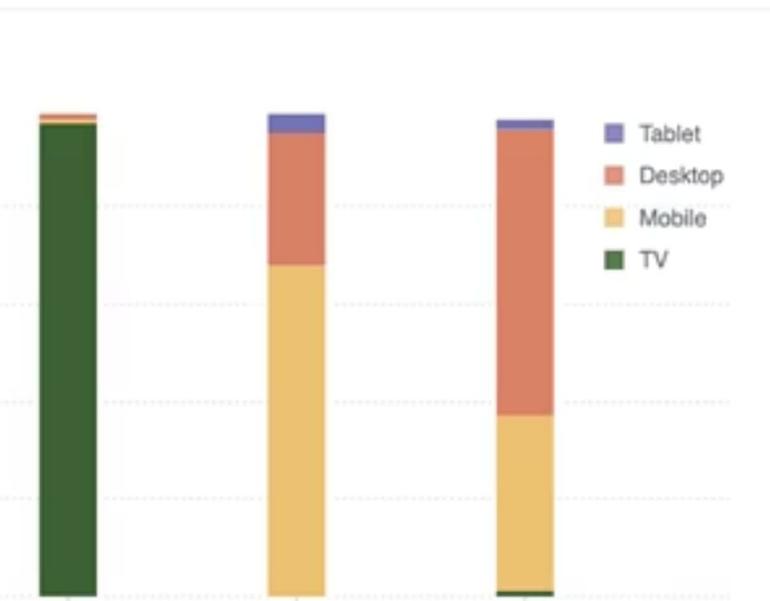
ights



Demo showing offline attribution analysis

JamLoop's attribution platform provides franchise operators and corporate leadership with unprecedented visibility into CTV performance. The dashboard illustrates how offline sales data integrates with exposure data to deliver territory-level insights that drive smarter marketing decisions.

This analytics interface enables users to track campaign performance across multiple dimensions: geographic market, time period, creative variant, and customer segment. Franchise owners can see exactly which campaigns drove sales in their territory, while corporate teams gain aggregated insights to optimize national strategy. The combination of online pixels and offline sales matching creates a complete picture of customer journey and CTV influence.



Why it matters for multi-location brands

This case proves that JamLoop can help national, locally operated brands:

Deliver precise, market-level CTV

Target specific territories with audience strategies tailored to local demographics, competitive dynamics, and seasonal demand patterns—going far beyond traditional DMA-level TV buying.

Attribute offline revenue with confidence

Connect CTV exposure to in-store sales, phone calls, and offline conversions using identity resolution that franchise operators and CFOs can trust when evaluating marketing ROI.

Improve ROAS through creative + optimization

Drive continuous efficiency gains by testing creative variants, refining audience parameters, and optimizing campaign delivery—with documented performance improvements over time.

Scale a repeatable model across stores

Deploy a proven framework across dozens or hundreds of locations, with local customization where it matters most and centralized oversight to maintain brand standards and efficiency.

JamLoop transformed CTV from a broad branding channel into a measurable, local revenue engine that client's corporate leadership and franchise operators could trust.

For brands navigating the complexity of franchise operations, this approach solves the fundamental tension between national scale and local accountability. It proves that sophisticated targeting, rigorous measurement, and continuous optimization can make CTV a performance channel—not just an awareness play.



Thank you.

For more information about how JamLoop can drive measurable local revenue through CTV for your multi-location brand, contact our team to schedule a consultation and custom attribution analysis.