



## Nexxen and MAGNA Report Finds Using Audience Data to Inform CTV Creative Optimization Increases Lower Funnel Impact

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*Beyond targeting, audience data is key to gaining insight that demystifies relevance for individual consumers*

*Optimized ads drive 78% lift in search intent and 65% lift in purchase intent*

NEW YORK, Dec. 11, 2024 (GLOBE NEWSWIRE) -- MAGNA, the media intelligence and investment unit within IPG Mediabrands, and Nexxen, a global, flexible advertising technology platform with deep expertise in data and advanced TV, today announced the release of a proprietary report – [The Intersection of Audience Data + Creative Optimization: How to Drive Action on Streaming TV](#) – that explored how audience data can make ads more relevant and inspire action. The research tested content from brand advertisers across multiple industry verticals including ecommerce, apparel and entertainment.

The growth of high-fidelity, scaled audience data has been progressively improving how programmatic advertising technology connects brands with engaged and receptive audiences. The study found, however, that 64% of viewers surveyed felt that Connected TV (“CTV”) ads are not relevant to them. The difficulty of pinpointing relevance for each individual consumer amplifies this disconnect. Despite frequent interactions with the right streaming video audiences, brands have been missing opportunities to make their CTV ad creative resonate more with them.

The study produced two key insights:

**1. Audience data can be utilized for both audience reach and development of resonant creative:**

Relevance is crucial to campaign success. Without knowing how to bring it to life, brands may miss optimal campaign performance and should consider pre-activation testing to enhance creative to better resonate with key audiences.

**2. Optimization doesn’t mean starting over with creative – and can be handled pre-flight:**

Once audience data has identified ways to enhance creative, simple adjustments – e.g., adding branded overlays, QR codes or smart speaker integrations – can be made in post-production and executed by dynamic creative studios. These can propel consumers closer to conversion, without the need to revamp the ad.

The study showed that, regardless of brand category, ads optimized through these means drive both intent and action. Indeed, it found a **78% lift in search intent** among new prospects and **65% lift in purchase intent** among existing customers, when comparing optimized to non-optimized ads.

“Our research endeavors to help brands avoid wasted ad dollars, and the performance insights this study generated show how that can be achieved through pairing audience data and optimized creative,” said Kara Manatt, EVP, Intelligence Solutions, MAGNA. “The continued growth of CTV and streaming make it a valuable place for brands to reach their audiences, and we believe this study adds to marketers’ strategic toolkits.”

“In this industry, we talk a lot about relevance, but it is really subjective – it could be the music in an ad, the actors, the imagery that appeals to the consumer. And this is no small thing for brands – just like media, creative is a significant financial investment,” said Les Seifer, SVP, Global Creative, Nexxen. “On behalf of their brand clients, media agencies are already applying audience data for targeting. Taking that same rigorous, data-informed approach to creative assets will connect audiences to the ads they’re served, providing the greatest return on investment.”

### About MAGNA

MAGNA is the leading global media investment and intelligence company, and part of the IPG Mediabrands network. Our trusted insights, proprietary trials offerings, industry-leading negotiation and unparalleled consultative solutions deliver an actionable marketplace advantage for our clients and subscribers.

We are a team of experts driven by results, integrity, and inquisitiveness. We operate across five key competencies, supporting clients and cross-functional teams through partnership, education, accountability, connectivity, and enablement. For more information, please visit our website: <https://magnaglobal.com/> and follow us on [LinkedIn](#) and [Instagram](#).

### About Nexxen

Nexxen empowers advertisers, agencies, publishers and broadcasters around the world to utilize data and advanced TV in the ways that are most meaningful to them. Our flexible and unified technology stack comprises a demand-side platform (“DSP”) and supply-side platform (“SSP”), with the Nexxen Data Platform at its core. With streaming in our DNA, Nexxen’s robust capabilities span discovery, planning, activation, monetization, measurement and optimization – available individually or in combination – all designed to enable our partners to reach their goals, no matter how far-reaching or hyper niche they may be.

Nexxen is headquartered in Israel and maintains offices throughout the United States, Canada, Europe and Asia-Pacific, and is traded on the London Stock Exchange (AIM: NEXN) and NASDAQ (NEXN). For more information, visit [www.nexxen.com](http://www.nexxen.com).

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### Forward Looking Statements

This press release contains forward-looking statements, including forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended. Forward-looking statements are identified by words such as “anticipates,” “believes,” “expects,” “intends,” “may,” “can,” “will,” “estimates,” and other similar expressions. However, these words are not the only way Nexxen identifies forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding the Nexxen and Magna report and any benefits or insights associated with the report as well as any benefits associated with any of Nexxen’s products and platforms including the Nexxen Marketplaces, Discovery Tool, cross-screen measurement tools, Data Platform and CTV offering. These statements are neither promises nor guarantees but involve known and unknown risks, uncertainties and other important factors that may cause Nexxen’s actual results, performance or achievements to be materially different from its expectations expressed or implied by the forward-looking statements, including, but not limited to, the following: negative global economic conditions; global conflicts and war, including the current terrorist attacks by Hamas, and the war and hostilities between Israel and Hamas and Israel and Hezbollah, and how those conditions may adversely impact Nexxen’s business, customers, and the markets in which Nexxen competes. Nexxen cautions you not to place undue reliance on these forward-looking statements. For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in the Company’s most recent Annual Report on Form 20-F, filed with the U.S. Securities and Exchange Commission ([www.sec.gov](http://www.sec.gov)) on March 6, 2024. Any forward-looking statements made by Nexxen in this press release speak only as of the date of this press release, and Nexxen does not intend to update these forward-looking statements after the date of this press release, except as required by law.



Source: Nexxen International Ltd.