

Tubi Drives Incremental Reach

WINN-DIXIE AND THEIR AGENCY, USIM, PARTNERED WITH TUBI TO EXTEND REACH OF THEIR MESSAGING TO AUDIENCES BEYOND THOSE EXPOSED TO LINEAR INVESTMENTS

In partnership with TVSquared, Tubi ran a study to gain visibility into the incremental reach OTT delivered beyond linear, understand audience overlap and inform optimizations to maximize reach and reduce duplication.

79%

Of households reached by Tubi were **incremental to linear inventory**

54%

of Tubi exposed audience **visited the grocery retailer's website**