

dish media
**INCREASES REACH &
OPTIMIZES FREQUENCY
WITH OUR PROPRIETARY
REACH BOOSTER™ PLATFORM**
for a national mattress brand

Target: Adults 25-54 & light TV viewers

Campaign Flight: 4 weeks

Goal Frequency: 16 ads (avg. 4 per week)

DISH Media's Reach Booster™ platform identified light TV viewers who were missed or underserved by the Advertiser's national linear campaign, extending reach to highly valuable, hard-to-reach audiences.

NATIONAL LINEAR CAMPAIGN 62% REACH

+16%

78%

INCREMENTAL REACH

+16%

