

Scripps Octane Verify gives buyers new attribution tools to measure streaming and linear ad performance

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CINCINNATI – [The E.W. Scripps Company](#) has introduced a suite of new linear attribution features to its Scripps Octane Verify solution, an integrated advertising and measurement tool that advertisers are using to gauge the effectiveness of Scripps Octane over-the-top (OTT) and linear TV ad campaigns.

“Attribution is the name of the game in linear and streaming TV,” said Missy Evenson, vice president of sales for Scripps’ Local Media. “The rollout of this new suite of Octane Verify attribution features is an additional way we can help move the needle for our customers as they fine-tune their approaches to reaching desirable audience groups.”

Scripps launched [Octane OTT](#) in 2019 as the premium OTT content platform for local advertisers to reach cord-cutting audiences across a variety of premium streaming TV brands and services. In 2021, Scripps Octane continued its momentum in the ad measurement space with the introduction of Octane Verify to capture metrics on website traffic and reach in any market in the U.S.

Octane Verify offers buyers the ability to measure the effectiveness of their ad campaigns on streaming TV and linear TV with an additional layer of insight into their campaign’s success in any market.

In one streamlined, customer-accessible dashboard, advertisers and agencies have the power to make informed decisions around linear and streaming TV campaigns. The dashboard, enhanced with the new features, allows buyers to identify the factors contributing to their campaign’s performance with key attribution measures available at their fingertips, answering:

- Was the targeting of the placement successful?
- Was the streaming provider the differentiator?
- Was it the program? (On linear TV)
- What daypart, day of week and hour of week performs best?
- What creative message performs best?
- What zip code or DMA drives results?

Evenson said this is the first of many planned attribution rollouts. “We know that attribution and transparency in reporting is essential to trust and the key ingredient in successful ad campaigns,” she said. “Scripps is passionate about leading the charge.”

About Scripps

[The E.W. Scripps Company](#) (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As the nation’s fourth-largest local TV broadcaster, Scripps serves communities with quality, objective local journalism and operates a portfolio of 61 stations in 41 markets. The Scripps Networks reach nearly every American through the national news outlets Court TV and Newsy and popular entertainment brands ION, Bounce, Grit, Laff, Court TV Mystery, Defy TV and TrueReal. Scripps is the nation’s largest holder of broadcast spectrum. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, “Give light and the people will find their own way.”

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