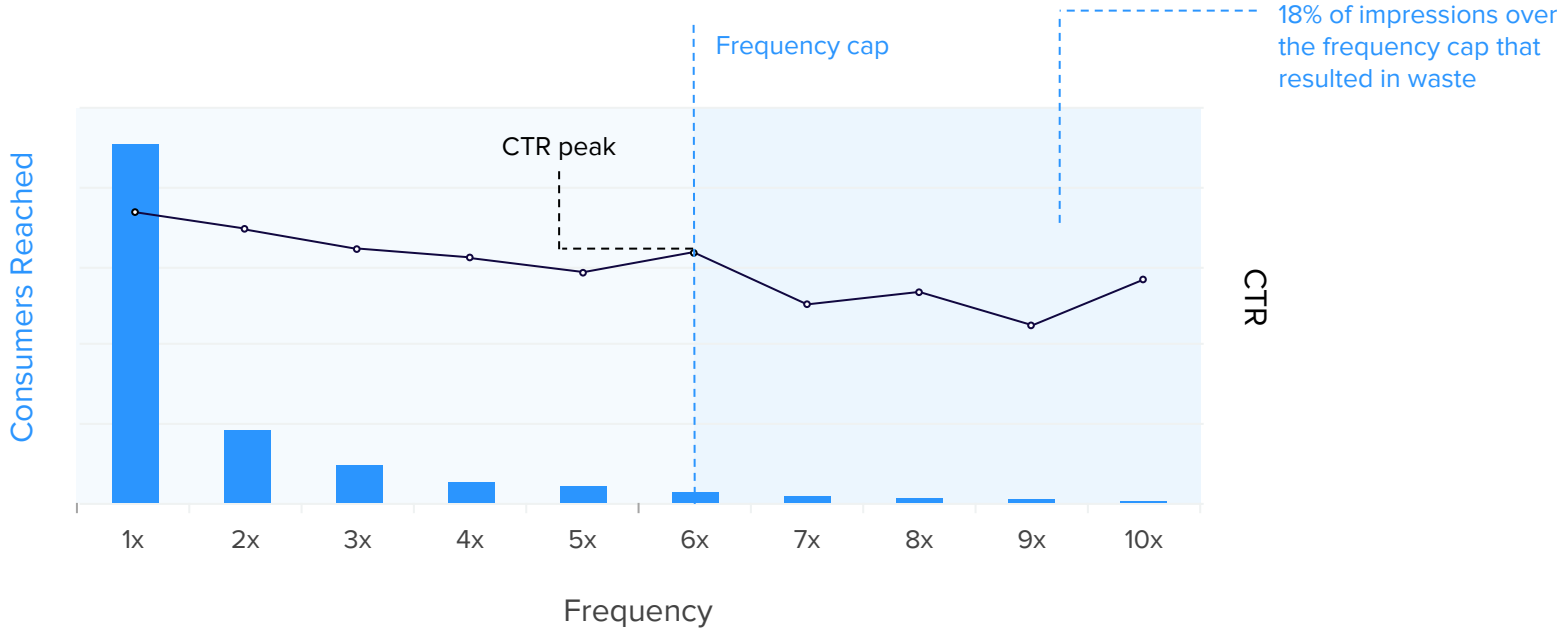
Tapad's cross-device data helped a leading beverage company achieve 18% savings by managing reach and frequency.



SUMMARY

Tapad identified the optimal frequency cap at 6, allowing the advertiser to cut waste and reinvest budget to expand reach, generating impressions that drove engagement.

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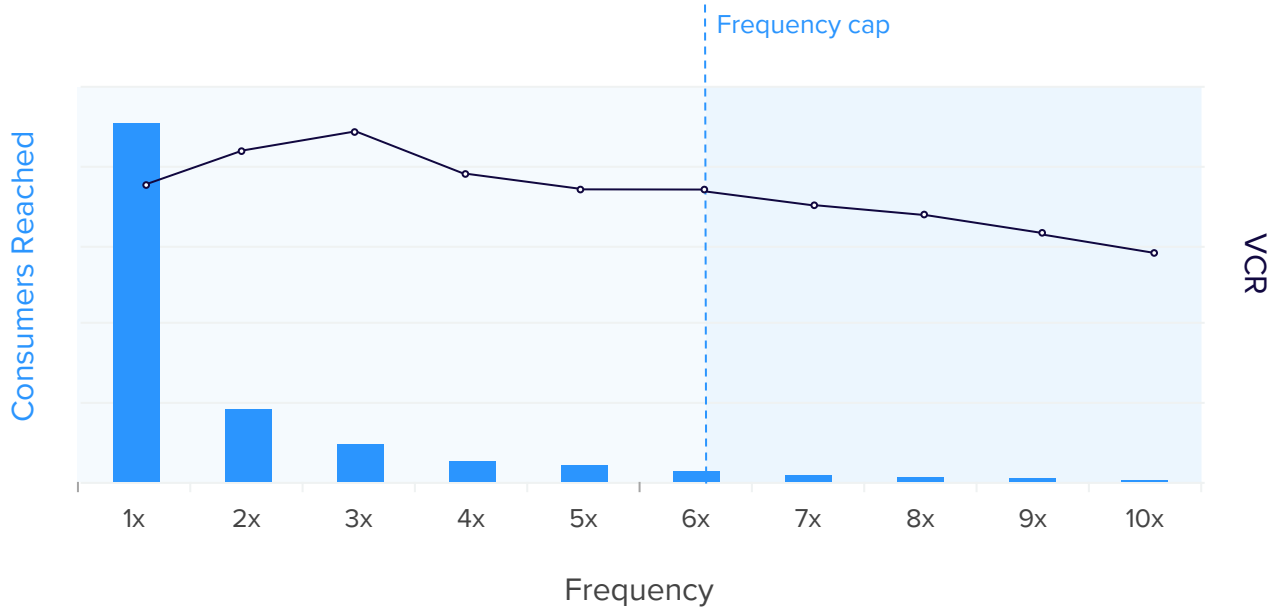

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