OMG OMNICOM MEDIA GROUP

WHY FREQUENCY MATTERS

COMBATING NEGATIVE REACH

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EXECUTIVE SUMMARY

Frequency is part of a rare set of metrics that are universally applicable to all brands and campaign types – and as such, all marketers need to consider for their brands. The challenge? There is no universal "magic number" when it comes to optimal ad frequency. Instead, frequency must be approached as a dynamic balance, shaped by campaign objective, media environment, and audience behavior, among other considerations. While research suggests effectiveness often lies in the range of two to seven exposures, there is actually no set threshold. The tricky thing is, egregious frequency can lead to negative reach, where repeated impressions begin to frustrate consumers and erode brand value.

The complexity of today's fragmented media landscape, compounded by signal loss, walled gardens, and evolving privacy regulations, makes managing frequency more difficult but also more essential than ever. Advertisers must shift from deterministic, cookie-based methods to probabilistic models and clean room strategies that account for cross-channel exposure and campaign overlap. True frequency optimization today means embracing flexibility, leveraging technology and data to inform investment decisions, and designing strategies that build memory and prompt action - without causing consumer fatigue.

Though the answer to true optimal frequency can feel elusive, those who adopt a holistic, data-informed approach to frequency management will be best positioned to maximize impact and minimize waste.

AD FREQUENCY 101

Ad frequency is a measure of how many times a given ad is displayed to a consumer - over a given period of time - across channels, platforms, and devices. But the reality of measuring – and managing – frequency is far more complex than that simple definition would imply. The digital world now contains a plethora of ad formats and platforms across a wider-than-ever assortment of channels. And, to add to the complexity, media usage by consumers across these environments is fragmented across multiple devices. As a result, in practice, the question of how to tackle ad frequency doesn't lie in a singular answer, but in adopting a multi-faceted approach. And it comes with the acknowledgement that perfect is the enemy of good, at least today.

To understand ad frequency broadly, it's important to understand its component parts:

- **Frequency Measurement (Insights and Planning):** Involves using historical data (either delivery or avails) from platforms, partners, and products to understand audience overlaps in terms of ad exposure. This is used in campaign planning to maximize reach – while avoiding negative reach, or egregious over-frequency - through budget allocation decisions, and in measurement, to have insight into frequency relative to campaign performance. In both cases, buyers need to navigate the relative lack of interoperability of data between competitive platforms (e.g., Meta not sharing reach data with other social platforms). Clean rooms can be used to input audiences and understand potential and actual reach, though these signals are generally not delivered in real-time; they can lag by as little as a few hours or up to several weeks and may not be present at the point of purchase of a given ad impression.

Even if frequency data from a clean room is not "real-time", it can still be used by buyers as a data point to inform future investment decisions

- **Frequency Management (Activation):** This is largely dependent upon the buying signals available at the point of purchase (e.g., a bid request) that can be used to inform whether or not to purchase a given impression. These signals can be used within platforms and identity ecosystems (e.g., applying a frequency cap across a brand's YouTube campaign). Additionally, in some cases they can be used across partners (e.g., 3P cookies were traditionally used to manage frequency caps across several buy types). Today, the market reality of fewer ubiquitously used signals and more walled gardens - which typically operate in siloes – means that active frequency management has shifted from precise frequency control to a more estimated and modeled view of frequency that can be used to make media activation decisions.

In an ideal world, frequency would be controlled and coordinated *across* media dimensions – platforms, channels, devices – and *within* each dimension.

- **Platforms**: Coordinating frequency across walled gardens (like Meta, YouTube, Amazon), open web publishers, retail media networks, and programmatic platforms. And within platforms, managing exposure across placements, formats, and audiences.
- **Channels**: Aligning frequency strategy across media types: TV, CTV, digital video, social, display, etc. And within a specific channel/media type, coordinating frequency across publishers, buys, and creative executions.
- **Devices**: Managing frequency across devices (CTV, desktop, mobile, etc.) and managing frequency on a specific device.

By expanding the lens to consider frequency both *within and across* these dimensions, advertisers can move beyond the application of simple frequency caps toward holistic frequency management—designing strategies that drive consumer attention, build memory, and prompt action, without causing ad or brand fatigue.

WHY DOES FREQUENCY MATTER?

While managing holistic frequency faces many challenges as media complexity and fragmentation grows, it is becoming increasingly vital as it can impact efficiency, effectiveness, and the consumer experience – positively or negatively.

Frequency is important to consider for several reasons: it can help a buyer optimize media investment and minimize waste; it can serve as a leading indicator KPI for other, more business-critical KPIs such as sales; and it's clearly important in the context of delivering a positive consumer experience.

Put another way, managing frequency of ad delivery enables advertisers to maximize the effectiveness of their media spend while also ensuring it does not become inefficient due to wasted spend and/or a negative consumer experience. Knowing this, it's important for brands to be able to optimize toward an appropriate frequency threshold without hitting a point of diminishing returns, which we refer to as "Negative Reach", as noted in the callout box below.

WHAT IS NEGATIVE REACH?

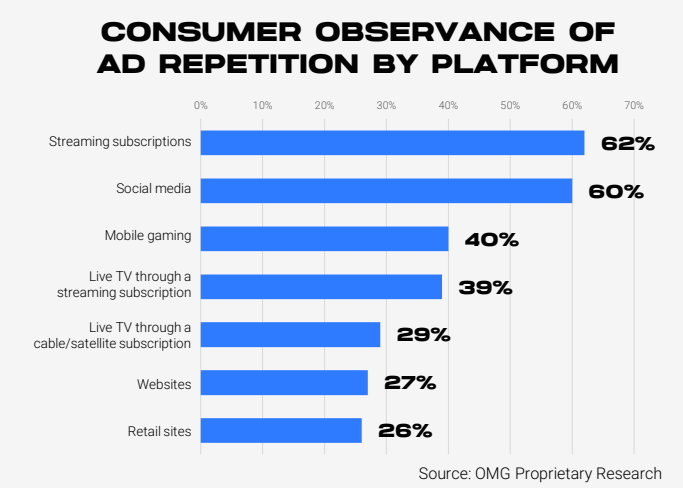
When a consumer has seen your ad so many times that it becomes egregious, beginning to create negative brand recognition.

OMG has explored Negative Reach through several past studies, which initially focused on streamers, given the rapid acceleration of cord-cutting over the last few years. Aligning with past studies, we refreshed this research looking at streamers, who now make up 96% of U.S. households. Given this is broadly representative of today's population, we will refer to this group as consumers moving forward.

The problem of frequency is not channel-specific. However, streaming subscriptions (like Hulu and Netflix) and social media platforms are seen as the worst offenders by consumers.

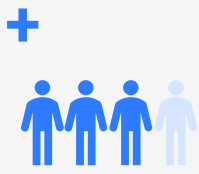
When asked, three in five consumers recall seeing the same ad multiple times in one sitting on streaming services (62%) and on social media (60%) (See Figure 1).

Figure 1



Source: OMG Proprietary Research

Our proprietary consumer research tells us there are very clear thresholds for consumer frustration when it comes to ad frequency. While consumers are relatively unbothered by seeing the same ads or brands across *different* platforms, they are very frustrated by repeated ads, in one sitting, on the *same* platform.



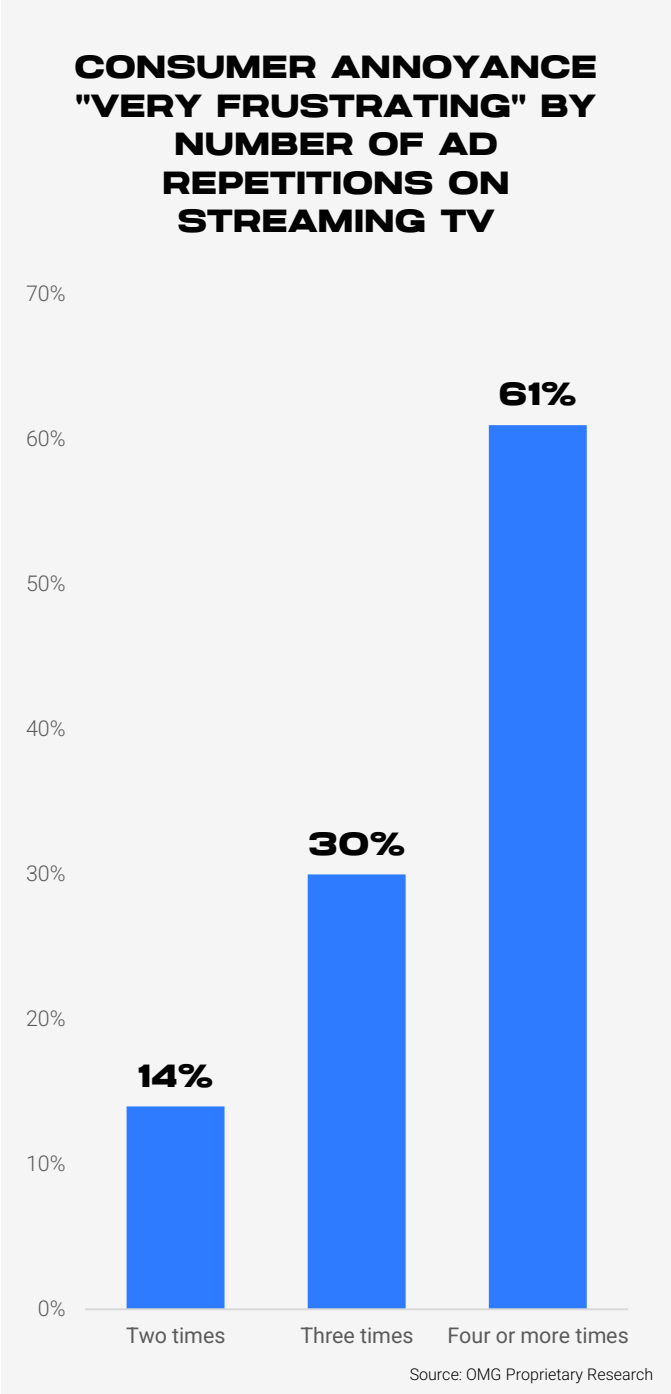
For roughly **3-in-4 consumers**, seeing **the same ad across different platforms**, as well as ads from the **same brand with different creatives**, is not irritating at all or only causes minor annoyance.

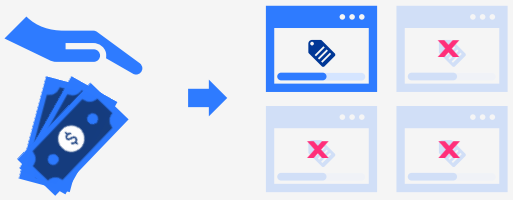
43% of consumers find **repeated ads, in one sitting, on the same platform**, very frustrating.

Source: OMG Proprietary Research

Let's zoom into frustration levels for CTV as an example. While these numbers can vary at an individual level, over half of consumers consider it no big deal when an ad repeats twice in the same sitting. **However, every repeating ad after that doubles consumer frustration levels.** At four repetitions, 61% of consumers are very frustrated, meaning frequency has reached egregious levels and may begin to incur Negative Reach (Figure 2).

Figure 2





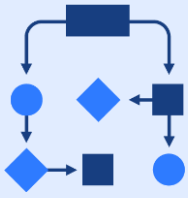
Over half of consumers (54%) tell us they are **willing to pay a premium purely to not see the same ads** on the same video streaming service.

Source: OMG Proprietary Research

Consumer frustration can have real world implications for brands, and for media companies. Over half of consumers tell us they are willing to pay a premium purely to not see the same ads on the same video streaming service. Further, outside of making ads skippable, the most favored solution to improve consumers' ad experience is ensuring that they don't get the same ad multiple times.

Outside of making ads skippable, the **most favored solution** to improve consumers' ad experience is ensuring that they **don't get the same ad multiple times (43%)**.

Source: OMG Proprietary Research



What does this all mean?

Frequency management is essential. And while there is no secret number to cracking optimal frequency, throughout this piece we are going to discuss how brands can optimize frequency for their media campaigns.

FREQUENCY'S PAST & PRESENT

EVOLVING PRACTICES & PERSISTENT CHALLENGES

How advertisers manage frequency has evolved over time, as the media landscape – and technology – has evolved (Figure 3).

In the broadcast era, offline media dominated, and frequency management was informed by GRPs and Nielsen panels that could only model average frequency across broad demographically defined audiences. Cable TV offered the first taste of addressability - household-level frequency control - though scale and levers were limited. Digital media later unlocked the closest-ever version of one-to-one frequency management, as cookies, device IDs, and log-ins let advertisers track and cap impressions at the individual consumer and device level.

Today, in contrast to the earlier, simpler days of digital, we are in an era of media and device fragmentation and privacy regulations, where consumers bounce among various platforms that don't interoperate. In parallel, signal deprecation, opt-in data sharing requirements, and walled-garden lock-downs push frequency back to modeled estimates, making accurate management harder across the board.

When it comes to the state of frequency management today, there are three forces at play:

1. **GOVERNMENT AND SELF-IMPOSED PRIVACY REGULATIONS AND REQUIREMENTS**
2. **TECHNOLOGICAL AND INFRASTRUCTURAL EVOLUTION**
3. **PLATFORM INCENTIVES**

Figure 3

PRE 1980S
BROADCAST & PANEL FOUNDATIONS
GRPs and Nielsen panels establish frequency currency, but it is only modeled.

1980–2000
LINEAR ADDRESSABILITY
The expansion of cable TV opens the door to addressability and frequency capping at the household level, but controls remain limited.

2000S
THE DIGITAL ERA
The emergence of digital media in the late 1990s and early 2000s brought individual level IDs like cookies, device IDs and login data, enabling reach and frequency at the consumer and device level.

2010S
MULTI-DEVICE PROLIFERATION
The digital era brought a dramatic expansion into consumers' usage of different devices & media platforms, leading to cross-platform duplication.

2018 – PRESENT
PRIVACY & WALLED GARDENS
Government & self-imposed platform privacy regulations, ID deprecation and data lock-downs make frequency less deterministic and increasingly modeled.

Force #1: Government And Self-Imposed Privacy Regulations and Requirements

Government and regulatory bodies around the world are enacting privacy legislation and regulations that impact the availability of data and signals that enable frequency management.

82% of the world is now covered by data privacy legislations.

Source: IAPP

But this isn't just the result of regulatory and legislative requirements: the largest media platforms have long locked down data within their walls.

And the trend has grown among newer entrants as well. While we all think Google, Meta, and Amazon when we hear the term "walled garden", other media platforms ranging from retail media networks like Walmart to entertainment companies like NBCU to social platforms like TikTok are also locking down their data.

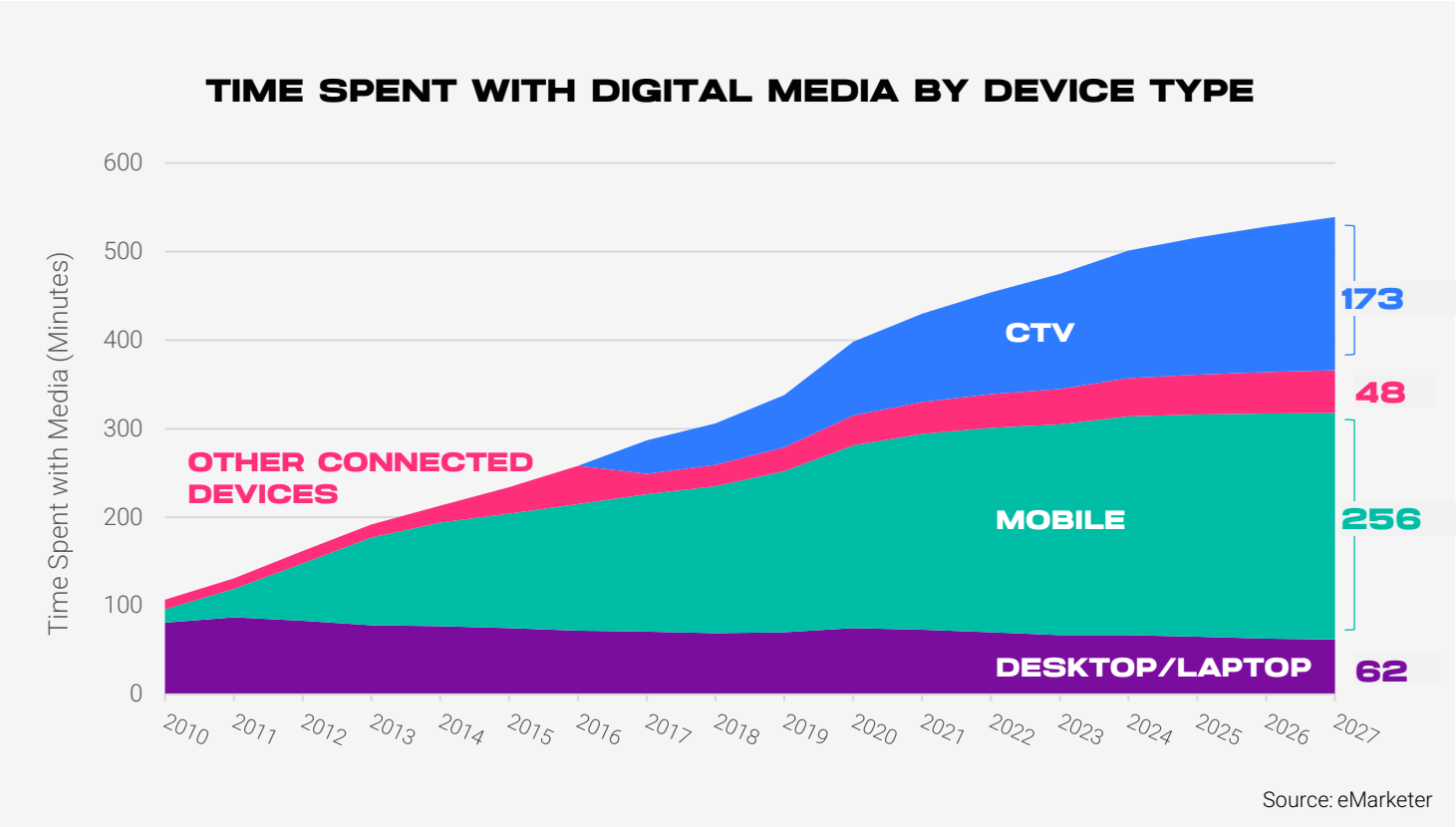
The net result: each platform controls its own data, with no sharing mechanism for measuring or activating against frequency at the aggregate cross-platform level.

Force #2: Technological And Infrastructural Evolution

While desktop- and browser-based media previously made up most of consumer time spent online, that is no longer the case. Today, we are seeing usage split across desktop, mobile, CTV, and other connected devices (e.g., speakers, smart watches, etc.) (Figure 4).

Adding to the complexity, the identity landscape is growing more fragmented – traditional IDs like cookies and MAIDs have deteriorated over time, device-specific ID spaces remain siloed, and the adoption of industry-standard IDs is uneven. Together, these factors make it harder for advertisers to manage frequency and weaken the accuracy of frequency measurement.

Figure 4



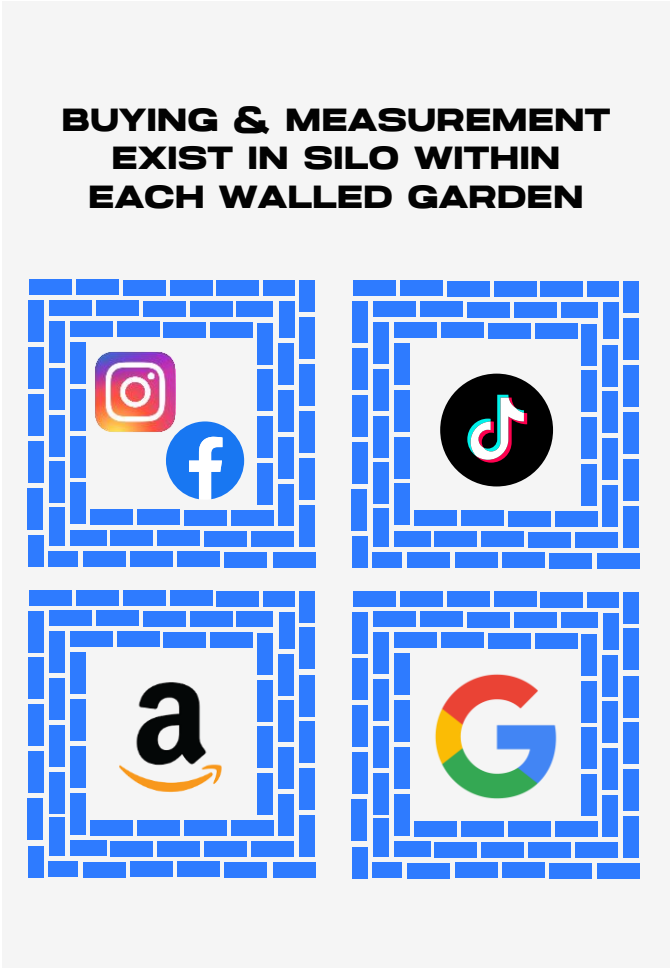
Source: eMarketer

Force #3: Platform Incentives

It's also important to understand the commercial decisions that media companies make, and how those decisions can impact how we can measure and manage frequency, particularly cross-platform.

With the walled gardens, buying and measurement exists within each individual silo, affording these media giants maximum control over their performance narrative, and hence, increasing the likelihood of locking in advertiser spend.

Advertisers reap benefits in working with these platforms, clearly: many are scaled, multi-media ecosystems that grab user time and attention. They give advertisers access to powerful 1P data-fueled – and modeled – audiences, sophisticated optimization capabilities, preferential pricing, proprietary measurement tools, creative capabilities and more. With all that upside though remain tradeoffs, holistic frequency insights and controls among them.

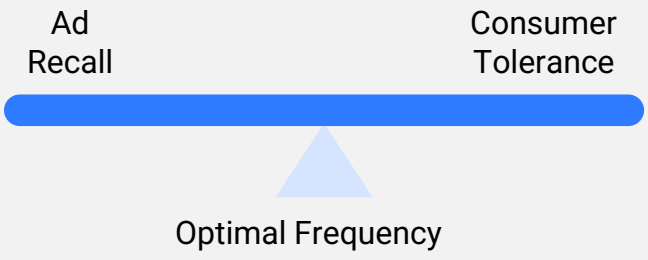


MANAGING FREQUENCY WITHIN AND ACROSS PLATFORMS IN TODAY'S MEDIA LANDSCAPE

We recognize that every advertiser wants to know: "What is optimal frequency?" The reality is, there is no universal answer. The power of frequency lies in balance – if you don't deliver an ad enough, people may not remember it. But deliver egregious levels, and consumers may get annoyed.

Achieving the right balance with frequency isn't a set it and forget it, nor is it turning every dial to three ads per day.

THE FREQUENCY BALANCE



The right balance likely varies for each brand, campaign, and objective—but finding it is key to success.

Over the past few years, cookie deprecation and privacy regulation has caused some advertisers to view frequency as a legacy metric lost in the era of signal deprecation. Instead, however, signals have evolved to be more privacy-compliant and models shifted to continue to enable frequency tracking and management.

Not only did the signals evolve, but so did the way marketers look at frequency. The days of "panel measurement" without big data were too small to do complex frequency reporting and so the industry restricted frequency analysis to averages. But averages don't tell the full story.

A person with one hand in the freezer and one hand in oven might be the right "average" temperature but their reality doesn't match the data. Similarly, marketers don't just need to understand the "average" frequency but instead, a consumer-first story of frequency to hit the right balance.

Ultimately, frequency is a complex metric that requires an approach both across and within individual platforms. Before we get into individual platform and channel frequency management here are three strategies to consider, with tactical guidance, on how to manage frequency across channels:

1. **Plan your future media holistically**, using cross-channel tools that look across devices, channels, and platforms to make educated investment decisions such as with Omnicom's cross-screen planning tools.
2. **Manage your live media holistically** by shifting activation into biddable environments and consolidate your non-social/search investment into a primary demand side platform (DSP) while leveraging frequency settings across devices and campaigns.
3. **Measure your previous media in clean room environments** such as Amazon's Marketing Cloud (AMC) and connect it to performance to understand how frequency, partners, and channels individually contribute to your business outcomes, which provides a feedback look back into planning. For example, in AMC, understanding the conversion funnel for users reached through Prime Video, an Upfront Buy, and Sponsored Ads as compared to users reached through only two of these channels.

Next, let's look at specific ways Omnicom clients enable the above today by looking at an example of holistic video:

Bringing it Together: Holistic Upfront Planning, Programmatic Activation, and Connected Video Measurement

To prepare for Upfronts, all Omnicom teams use a cross-screen planning tool powered by VideoAmp's ACR data, The Trade Desk's programmatic bid stream firehose, and individual partner clean room integrations such as those with social platforms and major broadcast partners. Together, it represents one of the largest cross-device and cross-channel solutions available in the market. With this tool, teams can plan optimal investment amounts by partner, breaking down spend by partner, network, linear versus streaming platforms, and more. This detailed understanding of audience behavior enables Omnicom brands to better approach upfronts.

After budgets are planned, activation with those same partners shifts into programmatic channels. By leveraging programmatic pipes, brands can manage frequency with video partners and across other digital publishers. Setting up Guaranteed Deals and Private Marketplaces in a DSP (like Amazon DSP) means a brand can manage frequency across their upfront deals in connection with their lower-funnel media.

Then, regarding measurement, the brand can further understand how these campaigns impacted performance by analyzing their media across channels. Using VideoAmp's advanced measurement solution within Omni they can analyze CTV and linear TV performance holistically. This tool enables advertisers to understand how audiences overlap across CTV and linear TV, evaluate reach and frequency across partners, and optimize investment strategies accordingly. Advertisers can also leverage the advanced version of this tool which adds a layer of sales and conversion data to further optimize investment.

Separately, partners like EDO can measure search intent tied to a brand's CTV and linear schedules to see how video is leading to lower-funnel conversions.

And finally, in Amazon Marketing Cloud (AMC), brands can bring their linear delivery, Prime Video, CTV (inclusive of Netflix, Disney+ and other major CTV providers), open web digital, and their on-site amazon.com activity in one environment. Here, frequency can be used to understand both overlap (upper-funnel) and how multi-touch delivery led to sales.

You'll see more of these examples in the later sections.

Managing Frequency *Within* Channels

The following will show you channel-specific solutions that are *possible today* and get into the details of how Omnicom teams manage frequency for brands within platforms and holistically. First, let's dive into CTV.

How to Activate CTV Programmatically with Success and at Scale

When it comes to poor frequency management, CTV is one of the biggest culprits, as noted earlier.

62% of consumers report seeing the same ad multiple times on their streaming subscriptions

Source: OMG Proprietary Research

This is largely because the majority of CTV inventory is sold via direct IO, rather than managed programmatically, which means advertisers are reliant on their sell-side partners to manage frequency on their behalf. And while more sophisticated advertisers do operate using biddable methods, they face some challenges today:

1. There often aren't enough impressions to meet desired volume, especially when layering on audience targeting and other campaign variables.
2. Most buyers activating programmatically do so via premium guaranteed buys, where some frequency capping controls are available directly to buyers in console, but not across all partners.

Due to the combination of forces noted above, advertisers lack decisioning controls as well as the ability to manage frequency across partners.

For brands that choose to run scatter CTV campaigns, buyers often use non-guaranteed programmatic methods to buy inventory to ensure they hit impression targets. To manage frequency for these campaigns across platforms, buyers use a combination of IP address and an "Identity for Advertising" (IFA), a device-specific ID. And while this is a great solution for frequency, it takes a significant amount of buyer operational work to set up and build the partnerships, inventory access, and pricing to scale campaigns. That being said, OMG is able to secure the best rates for our clients across all buy types, including PG buys when required, and for non-PG buys when available.

OMG also leads the industry in this area to set our clients up for success and is actively pushing partners in the space to add new frequency capping controls through our CASA-CTV initiative.

OMG Recommendations:

1. When buying CTV inventory, do so programmatically when possible (including upfront buys).
2. When activating programmatically, use frequency-management on enabled guaranteed buys (see "What is a Frequency-Managed Guaranteed Buy?") and a frequency hierarchy across standard non-guaranteed PMPs to enable frequency management across both guaranteed and non-guaranteed publisher partners.
3. Test OMG's advanced AMC Frequency Analysis. This capability combines media data from Amazon O&O (Prime, On Site, Twitch, etc) as well as CTV, Linear, and App/Web Digital Video into Amazon Marketing Cloud. This combined data set gives buyers a more holistic picture of their reach and frequency. With this data, advertisers buying within the Amazon DSP can establish the optimal frequency across these channels and implement frequency settings on CTV and Digital Video to optimize investment toward a specific advertiser KPI.

Reach out to keagan.mcdonnell@omc.com to learn more.

WHAT IS A FREQUENCY-MANAGED GUARANTEED BUY?

A **guaranteed buy** adds frequency management intra-deal (within the deal). It ensures that impressions are delivered within frequency thresholds when possible while prioritizing and honoring deliver commitments.

This can be done in **two ways**:

Publisher Ad Server Mediated Frequency Control:
Frequency capping is applied on the publisher end with a set threshold to ensure deliver within that publisher adheres to a frequency cap.

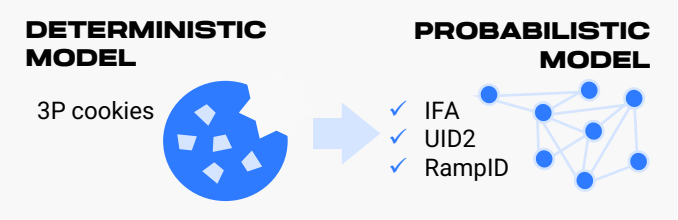
Intra-deal PG Frequency Management:
DSPs use informed decisioning to pass on certain impressions as long as projected spend will adhere to the contracted amount. This can be accomplished through a deterministic SSP signal or thought modeled capabilities on certain DSPs.

Leaning into Signals Beyond Cookies Through Programmatic Display/Video Consolidation

Programmatic display and video historically relied on the presence of 3P cookies to measure and manage frequency. This was used as a deterministic signal because it was available universally and able to connect with other IDs seamlessly. DSPs developed device graphs which mapped an individual across many devices. These graphs had only limited transparency to advertisers. However, as noted above, with growing media fragmentation and third-party cookie deprecation, this method is becoming increasingly unreliable. While there are still signals that are deterministic in certain environments, no single signal can offer a fully deterministic view of users across the ecosystem. In response, DSPs are developing their own ID solutions combining multiple signal types - including device IDs, cookies, alternative IDs, and other signals and methods – to create unified ID Graphs.

These represent probabilistic estimates of users across devices and environments which advertisers can use to map user behavior across environments via modeled audiences, enabling privacy-safe activation in the absence of a scaled 3P cookie backbone upon which to rely. Additionally, through direct matches and clean rooms, advertisers are gaining more transparency into how these IDs are mapped and can work with partners to have a better understanding of their reach across devices.

As the industry evolves and new signals are introduced, frequency management has shifted from a deterministic model based on 3P cookies to a probabilistic approach that relies on mapped and modeled user behavior using signals such as IFA, UID2, RampID, etc.



Given this shift, it is critical for teams to work closely with their Marketing Science team to determine the optimal frequency strategy aligned with the campaign goals. To support this, advertisers should follow and enforce best practices for setting frequency caps to maintain effective reach and minimize waste, as well as follow the below recommendations.

OMG Recommendations:

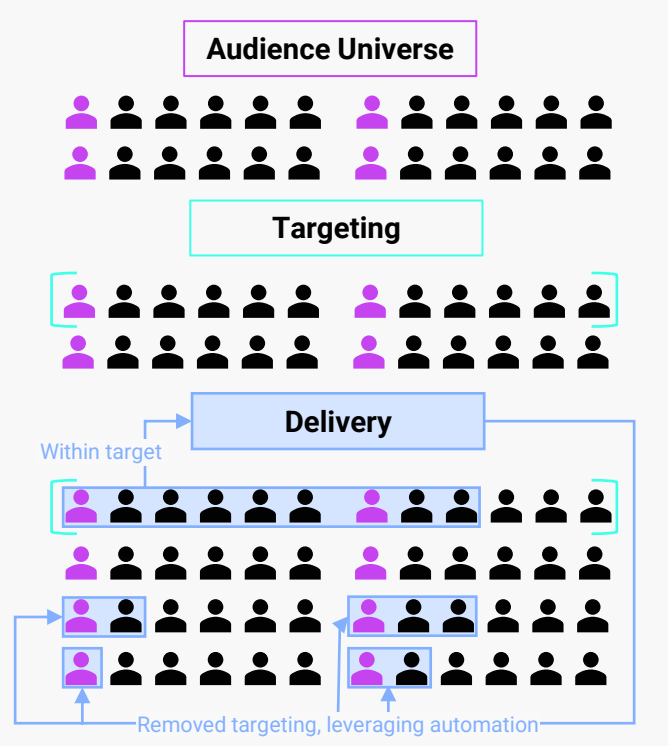
1. Regularly run probabilistic cross-platform frequency models to estimate duplicative frequency across publishers and then implement intra-platform frequency caps to reduce egregious over-frequency.
2. In a clean room, identify partners with high overlap and reduce budgets to lower over-frequency across channels.
3. Set frequency caps at the appropriate level within the DSP hierarchy noted below:
   a. DV360: Campaign > Insertion Order > Line Item
   b. TTD: Campaign > Ad Group
   c. Amazon: Advertiser > Order > Line Item
   d. Reference Appendix A for more information on available frequency capping controls.
4. Track changes to your core KPI whenever you make a frequency adjustment in platform.
5. Set up a regular cadence for brand lift studies and frequency analyses to make sure you are optimizing your campaigns on an ongoing basis.

Social Media: From Manual to Autopilot

The social media ecosystem operates as a collection of siloed walled gardens, each with its own rules and limitations. A key divider within this ecosystem specifically, though, lies between brand and performance campaigns. While some upper-funnel or reservation-based campaign types still offer traditional frequency capping settings, most performance-driven auction-based campaigns - particularly those at the lower-funnel - prioritize outcomes over frequency management.

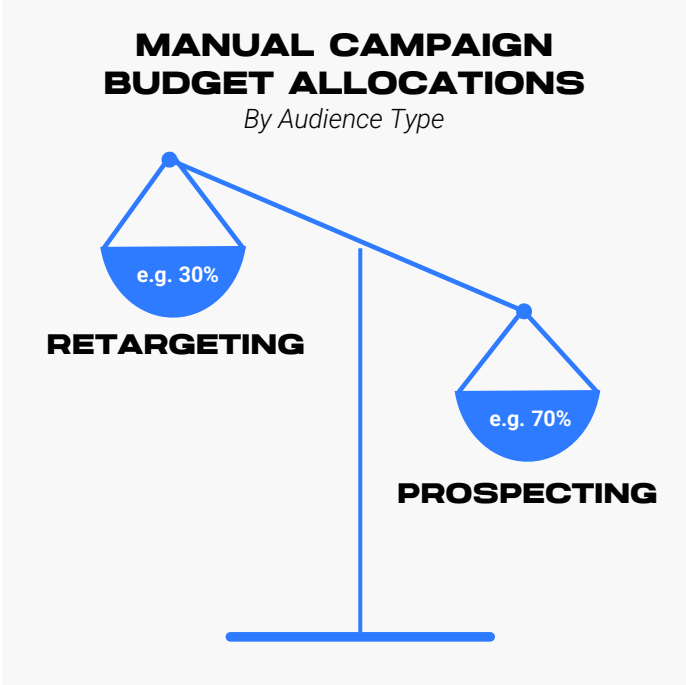
This shift towards the prioritization of outcomes is becoming increasingly evident with the rise in adoption of AI-buying solutions. The traditional model of using advertiser defined audiences as targeting parameters is giving way to a model where algorithms determine who and how often an ad is served to achieve a target KPI (Figure 5). In this environment, frequency is no longer something advertisers set manually. Instead, advertisers shape frequency indirectly by monitoring exposure levels and rotating creatives to manage audience fatigue.

Figure 5



It is now common for advertisers to have multiple AI-optimized campaigns active at once, sometimes alongside manual campaigns, especially when crossing multiple audience segments and/or product categories. For example, a retailer who sells electronics and clothing may run nearly identical campaigns in parallel, with creatives tailored for each category.

For those performance campaigns not using a platform's AI optimized solution, frequency is often planned through budget allocation, with the majority of spend allocated towards prospecting and the remainder towards retargeting. Since retargeting audiences tend to be smaller, we often see frequency reach higher levels, and if not properly managed, this can lead to diminishing returns and negative reach faster. To combat this, advertisers typically invest in retargeting more conservatively compared to prospecting.



To make sure you are optimizing across all campaign types, OMG recommends the following.

OMG Recommendations:

1. For upper-funnel media, advertisers should track frequency on an ongoing basis in client reporting at the campaign level, and ensure campaigns have the proper frequency cap and/or target frequency settings.
2. For lower-funnel performance-oriented programs, advertisers should work with their creative teams to build a stable of creative assets for each campaign that can be proactively added in-flight to reduce ad fatigue.
3. Leverage our co-developed frequency planning tools for Meta within Omni:
    - OMG's Omni Meta Reach & Frequency Builder enables users to dynamically generate Meta Reach and Frequency predictions at scale. These predictions are then pushed into Ads Manager via API for a streamlined approach to accelerate the planning process.
    - OMG is also an alpha partner with Meta for Advanced Analytics (Meta's clean room solution). Through this, we have standardized an approach to identify media inefficiencies driven by frequency. This includes analyzing media cross campaigns, cross-ad accounts, and optimizing budgets to eliminate egregious frequency.

OMG is dedicated to pushing partners in the social space to add new frequency capping controls through our CASA-Social initiative, ensuring that there is parity in the ecosystem to match advertisers needs.

Owned and Operated Retail: Taming the Walled-Garden Checkout

While a heavily sales-focused medium like retail media may not be your first thought when hearing "frequency management", using frequency effectively can significantly increase performance. For example, when a consumer is buying a product, the purchase will happen once from one of the several retailers looking to attract that consumer. When that purchase occurs, the seller will know that the consumer is no longer in market, but other retailers will not. Instead, other retailers will continue wasting your ad dollars – potentially to the point of Negative Reach – hoping to sell the product. This happens because many retailers treat their owned-and operated-inventory as a walled garden, essentially making frequency management across retailer domains a non-starter, at least today.

Additionally, as identified in the H2 2025 CASA update, retailers generally do not support frequency management across their owned and operated supply.

Some retailers - like Amazon - with multiple platforms across multiple channels (Prime Video, Twitch, etc., in addition to their O&O Shopping and DSP) use clean rooms to measure and report cross-channel reach and frequency (Figure 6).

Analysis across our advertisers shows that brands leveraging multiple touchpoints within a retailer's ecosystem – like Amazon's – and message a user multiple times significantly increase the consumer's likelihood of converting, especially for new-to-brand consumers. One client saw a 94% increase in new-to-brand consumers when leveraging this approach (Figure 7).

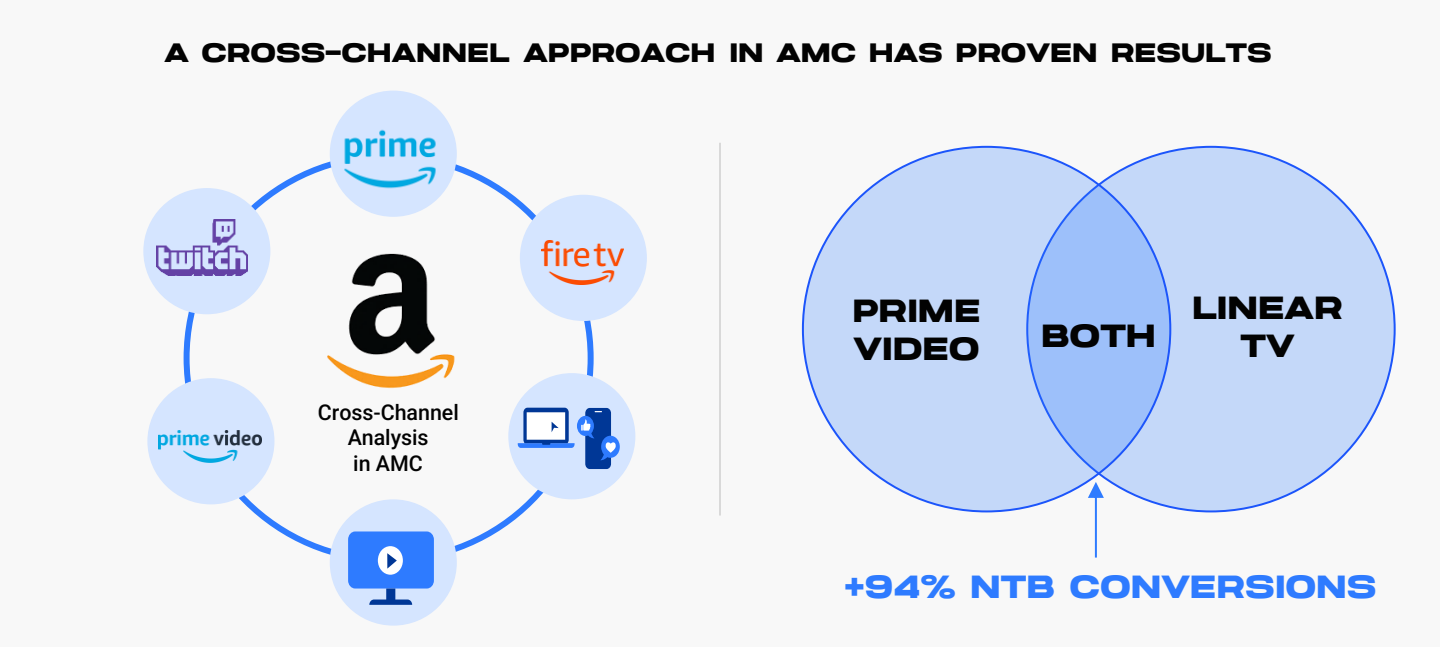
And while this cross-channel messaging approach can be effective, if brands don't consider frequency across a given retailer's full range of touchpoints, they run the risk of over-frequency, moving from effectiveness to negative reach.

As mentioned, the CASA 2H 2025 update dove into retailers onsite and offsite frequency capabilities. Only select retailers support onsite frequency management, but all support some form of offsite frequency management. It is important to consider your onsite frequency reporting while setting your offsite frequency caps to avoid negative reach.

OMG Recommendations:

1. Where possible, track frequency on an ongoing basis in client reporting at the campaign level and apply frequency capping accordingly to prevent negative reach.
2. Utilize retailer clean room solutions (e.g., AMC) to bring together cross-channel media delivery insights. (Revisit prior AMC Frequency Analysis section for more information).
   a. Understand retailer-specific optimal frequency across retailer.com and off-site activations.
   b. Onboard non-RMN data (CTV and Linear TV) alongside retailer-specific data to understand holistic media reach and frequency impact on channel sales.
3. For off-site retail, refer to the programmatic display and video recommendations outlined in that section, given that off-site retail media functions in practice more like traditional programmatic display and video.
4. Due to the limited frequency controls for onsite media, leverage offsite frequency capabilities (see above) to manage toward optimal frequency. This helps account for onsite exposure, preventing negative reach.

Figures 6 & 7



SHAPING THE FUTURE OF FREQUENCY

OMG & INDUSTRY INITIATIVES

With these recommendations as a backdrop, we do still believe the industry has work to do, given how far we remain from true holistic frequency management and measurement. To help our clients, and to create positive industry-wide change, OMG is leading the charge on multiple fronts. **Two important initiatives include:**

CASA: Frequency Management & Measurement

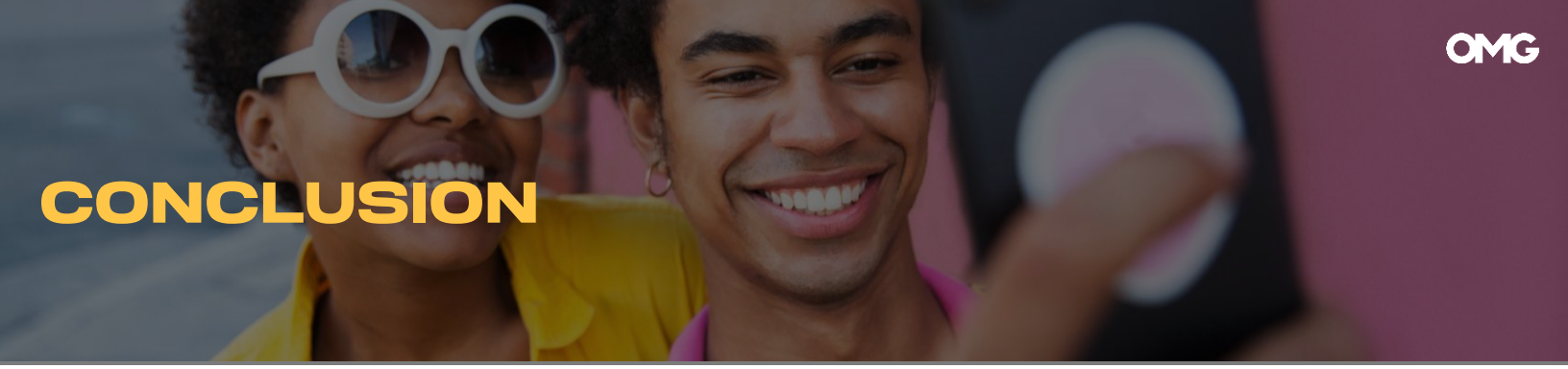
During our latest CASA Update (H2, 2025), we did a full refresh of our branches, expanding them to include more detailed questioning with respect to frequency management and measurement.

We identified five major areas of focus (see table below). The results, for every branch and every participating media partner, were outlined in that latest update. This first deep-dive into frequency within the context of CASA will provide a valuable baseline upon which we can work with media companies to improve their frequency management tools over time.

ANA's Aquila

The ANA's subsidiary Aquila is working to create a cross-media measurement solution that is "designed to realize significant value for marketers by providing transparent, normalized data across all audiences and segments". For the first time, the four biggest media sellers (Google, Meta, Amazon, and TikTok) are collaborating to establish a privacy-first, transparent solution to provide agencies and marketers with deduplicated reach and frequency measurement. This innovative approach to cross-media measurement has generated interest and support from major brands (P&G, Unilever, PepsiCo, Uber, LVMH are pilot participants). Aquila will begin field trials early in 2026. OMG is working to analyze the testing methodology and determine how we can best leverage these results for future media planning.

CASA CAPABILITY	ADVERTISER RIGHT	QUESTIONS ASKED
Advertiser Frequency Management	Advertisers should have the ability control frequency across various parameters including line items, show, pod, day part, etc.	At what level of granularity (daily, hourly, etc.) can advertisers control frequency, and based on what parameters (line items, shows, pods, day parts, etc.)?
Platform Frequency Management	Advertisers should have the ability to manage frequency across a platforms various buying routes to prevent budget overspend. This provides a fail-safe in the event that a media buyer either lacks the ability to manage frequency (1st capability item) or applied improper frequency management settings (or possibly didn't do so at all). This is useful for platforms that have multiple buying doors.	Does a platform have max frequency control limits to prevent improper buying settings from running amok with an advertiser's budget?) This also provides safeguards for platforms with multiple buying routes
Intra-Platform Frequency Management	Platforms with multiple products and properties should communicate so that advertisers can understand their ad frequency with a platform across various touchpoints.	How do frequency controls from different media products and properties within your ecosystem interact? Please describe the degree of control and the signals available to the buyer for managing frequency across multiple products and properties.
Inter-Platform Frequency Measurement	Advertisers should have the ability to leverage frequencies across other platforms to understand the true frequency of their ad for a campaign.	To what extent can advertiser activity from other partners be used to manage frequency within your platform (and vice versa)?
Frequency Reporting	Advertisers should have access to detailed frequency reporting.	What signals and data are included in your frequency management reports? How quickly do these reports refresh?



CONCLUSION

Managing ad frequency in today's fragmented, privacy-first media landscape is no small feat.

The shift from deterministic control to modeled, cross-channel estimation has morphed the once-simple question, "How often should we serve an ad?" into a far more strategic challenge. But while the tools and signals may have changed, the objective remains the same: maximize effectiveness, minimize waste, and respect the consumer experience.

At OMG, we're not just keeping pace with this evolution—we're shaping it. From leading industry initiatives like our own CASA and leaning into ANA's Aquila, to pioneering advanced solutions in CTV, retail media, and social, we're helping advertisers turn complexity into clarity. Our proprietary tools, data partnerships, and clean room capabilities empower teams to activate smarter, more precise frequency strategies that drive results without sacrificing control.

There's no magic number, but there is a right approach. OMG brings the expertise, infrastructure, and foresight to guide our clients through every turn.

APPENDIX

2025 PLATFORM FREQUENCY CAPABILITY

	Display & Video 360	theTradeDesk	amazon	yahoo!
Item 1: Frequency Capping Allow On PG Deal	Yes, Frequency Management on Exchanges – GAM, (Magnite DV+, Magnite CTV, Spotx & Xandr - Modeled)	Yes – Conditional frequency. (Only available with AdX)	Yes – via AdX or APD (Amazon Publisher Direct)	Yes – Conditional frequency. (Only available with AdX)
Item 2: Platform Frequency Hierarchy	Yes – Campaign > IO >Line item	Yes – Campaign > Ad Group And or customizable frequency groups	Yes – Cross-Manager Account>Cross-Advertiser>Advertiser > Order > Line item	Yes – advertiser > campaign > package > Line item
Item 3: Frequency Cap through various environments	Yes – Deterministic signal when signed in within Google O&O. Cookies, MAID & Device level IFA for signed-out and cookie-less environment	Yes, besides OOH – Identity Alliance for cross-device	Yes – Amazon 1P data	Yes – Deterministic with Yahoo 1P and Probabilistic when 1P data can not be used
Item 4: Alternative Identifiers used for Frequency capping	No	Yes – Identity Alliance (UID2.0, RampID, AdBrain, Tapad)* Additional fees	Amazon 1P	Yes – Connect ID
Item 5: Identifiers used to model exposed users	Yes	Yes – MAIDs, UID 2.0, CTV ID, Ramp ID, TDID	No	Yahoo Cross device
Item 6: Incremental reach report with PG deals	Yes – Reach Planner	Yes	Yes – In widget	No
Item 7: Frequency Cap Savings Report	Yes	Yes	Yes – In Widget	Yes – Bidding Report
Item 8: Incremental linear CTV reach	Yes – Cross Media Reach Report	Yes – iSpot Report	Yes – Channel Planner	Yes – Unified TV Report
Item 9: Frequency capping YouTube campaigns with non-YouTube Campaign	PPID, EPIDs & IFAs	N/A	N/A	N/A
Item 10: Frequency caps with instant reserve deals	Yes	N/A	N/A	N/A

METHODOLOGY

CONSUMER RESEARCH

OMG Research conducted an online survey via our proprietary OMG Signal panel among 497 US adults aged 18–65, who have a streaming service, from 8/1 - 8/4 to get a current pulse of their opinions and attitudes towards advertising frequency. We explored the broader impact of ad repetition on consumers' overall viewing experience, their levels of frustration with repetitive messaging, and their appetite for reducing ad loads through premium subscriptions. This research can help brands and marketers understand how frequency management can directly affect consumer preferences and sentiments around brands. For further questions or inquiries about customized research, contact: OMGResearchTeam@omnicommediagroup.com.

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