tvsquared

Always-On TV Performance: The Power of Data Driven Linear Attribution and Audience Insight

Data-driven linear TV attribution means advertisers get performance insights at the household-level, enabling the same level of intelligence and granularity as digital, along with instant visibility into campaign reach, frequency and response. This allows advertisers to tie TV to business outcomes, manage campaign performance across specific audience segments and determine the optimal reach and frequency based on individual exposures.

Online Food Delivery Advertiser

Cost per Response drop of 25%

Avoided over-exposure and reduced wasted impressions

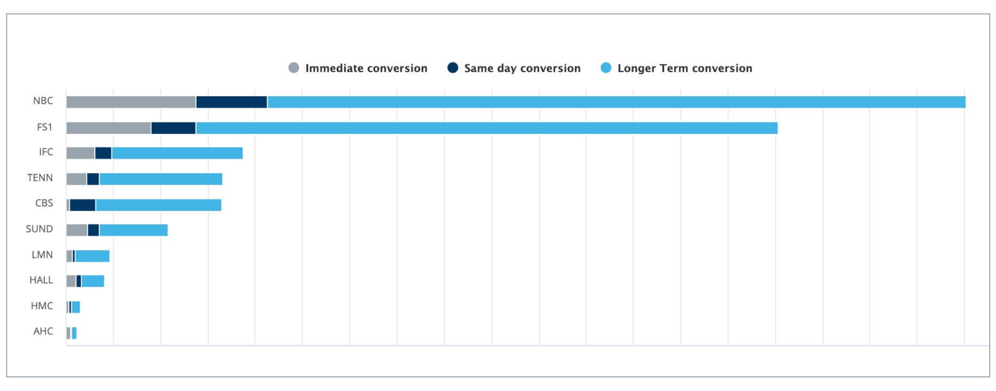
Improved Campaign Efficiency

By being able to see the number of times (frequency) households are being reached and the number of exposures needed to drive response, advertisers determine the optimal frequency levels and identify the saturation point beyond which reach/response stops growing (i.e. point of diminishing returns). This lets advertisers optimize delivery so that advertising dollars aren't wasted serving impressions that won't generate response.

Given their sector, an online food delivery brand had assumed that hitting households at high frequency was key to driving response, but analysis uncovered that their optimal frequency was between 1 and 4. As a result, they adjusted their strategy to focus more on extending reach through new networks and channels, and lowered their planned frequency. This shifted the balance so that nearly 60% of households were exposed within the optimal frequency range (up from only 32%). This had a huge efficiency impact, resulting in CPR improvements of 25%.

DTC Fashion Retailer

Proved ROI across expensive TV investment



Longer-term Response Proved ROI for TV Investment

Recency metrics combined with insight into longer-term response over the days following an impression being served, enables advertisers to make changes to optimize TV campaigns.

A high-growth DTC fashion brand had invested in expensive NFL spots. However, based on immediate response, it looked like they were yielding a poor return and that these investments should be cut or reduced. New visibility into longer-term response, uncovered that the true CPR of their NFL spots was more than 85% lower, making it one of their top performers and a ROI positive investment.