

UEFA Euro 2016: TV Drives Major Response for Auto Advertisers



SLOVAKIA

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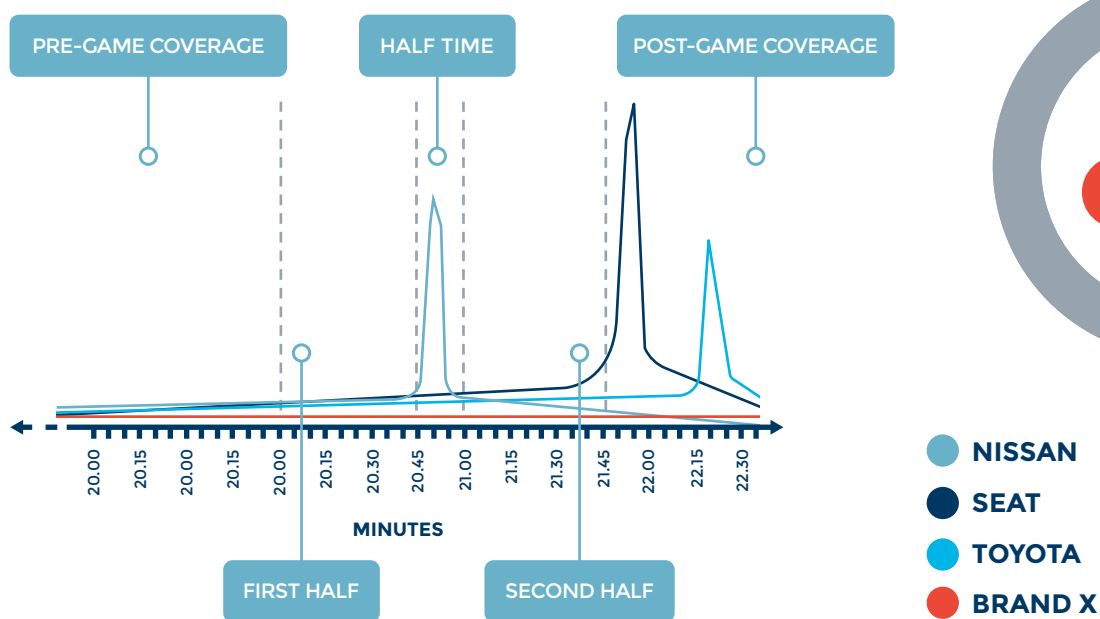
ENGLAND



20 JUNE 2016

TVSquared conducted minute-by-minute analysis of the impact TV had on UK search traffic for three car manufacturers during the Slovakia v. England match. Compared to Brand X (a UK-based car company that did not advertise), Nissan, SEAT and Toyota saw measurable uplift in online traffic, which corresponded with their TV spots.

Today, linear TV can be measured, optimised and highly targeted, making it the most powerful marketing channel for advertisers.



TVSquared provides same-day TV measurement and optimisation for more than 350 brands in 46 countries to improve response and increase sales.

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