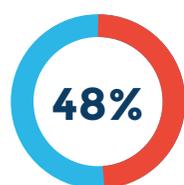


Despite the advent of digital media, TV is still the most powerful advertising medium for reaching a large audience. With more than 75% of viewers now watching TV while using a second screen, an advertiser's website is often the first place they visit after seeing a commercial. More than ever, TV advertisers are demanding better, timelier insights into what's working and what's not. TVSquared answers that call with the most accurate, same-day TV attribution platform in the industry. TVSquared helps advertisers around the world improve their TV ad campaign performance by measuring online, app, phone and SMS responses. With TVSquared, advertisers receive analytical insights and optimisation opportunities previously only realised by digital marketing channels.

### WEB IS THE PRIMARY RESPONSE TO TV COMMERCIALS



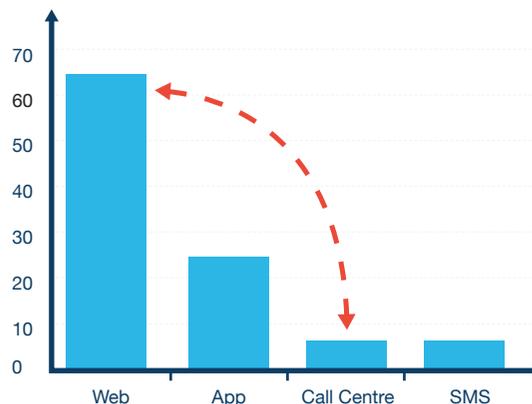
of advertisers want more data-driven agencies



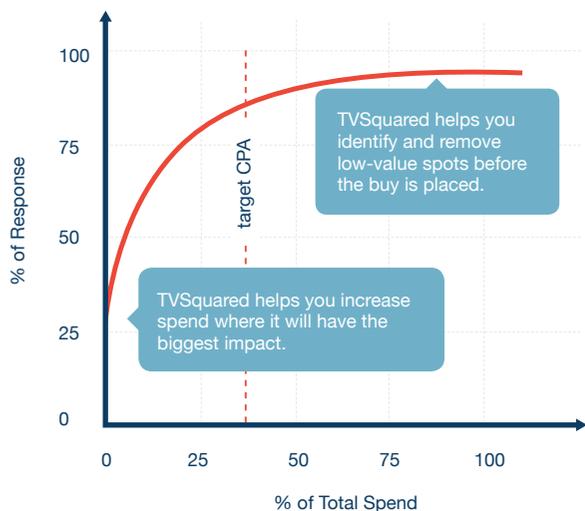
of TV viewers use a second screen while watching



of advertisers believe analytics beat creativity



### A NEW APPROACH TO TV ATTRIBUTION AND PLANNING



TVSquared evaluates the performance of every TV spot and delivers actionable insight to drive increased ROI. Its ADvantage platform dynamically calculates the baseline in-flight and responses are tracked right through to conversion. With this information, advertisers can optimise their TV spend based on conversions (not just visits) and drive higher sales and registrations.

## PROACTIVELY MANAGE YOUR TV CAMPAIGNS



### REDUCE CPA

Cut out “bad spend” and reinvest into areas that will drive maximum ROI



### INCREASE ACQUISITIONS

Identify new opportunities to increase spend efficiently and grow absolute returns



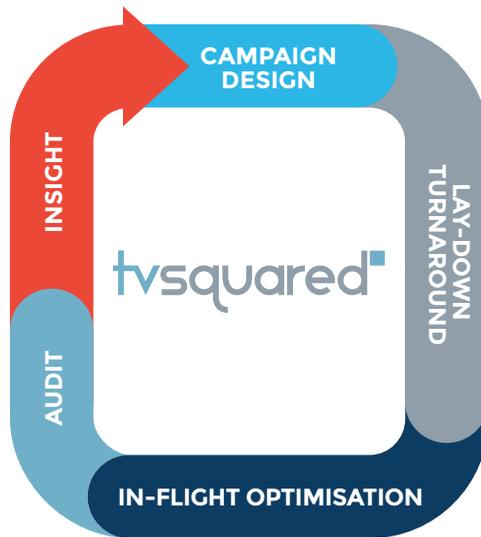
### IMPROVE CONTINUOUSLY

Take action in-flight so CPA doesn't increase over the course of a campaign

Build up brand and direct-buy specs automatically from performance insights.

Discover what levers have the biggest impact on the success of historic campaigns.

Ensure spots have aired and you get the coverage you've paid for.



Reconcile buy specifications with the saleshouse's spot proposal to get what you asked for.

Increase spend power by up to 50% by reinvesting in high-impact areas.

Monitor responses and conversions during campaigns and make changes on the fly.

Identify how much more you can spend efficiently.



Since using TVSquared ADvantage we have had our most successful integrated advertising campaign.

**JONATHAN KERR**

DIRECTOR, MARKETING AND DIGITAL, BUDGET DIRECT



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