

Industry Insights: Vision Care

Target, Measure & Optimize TV

A combination of factors has set the stage for massive growth within the vision-care industry. Rapidly aging “Baby Boomers,” rampant myopia among digitally addicted generations and a plethora of lifestyle and environmental factors have led to 75% of U.S. adults using some form of vision correction. It’s easy to see how the vision-care industry will grow to \$100.7 billion by 2026 in North America alone.

In 2016, the industry spent \$250 million on TV advertising in the U.S. But with increasing competition and a growing number of potential customers (each with unique wants/needs and media consumption preferences), companies are thinking differently about how TV can reach the right people, in the places and times that will drive maximum response.

Data from Forbes, Future Marketing Insights and iSpot.tv



CUSTOMER VALUE

20-80%

Improvement in TV efficiency

Providing same-day campaign performance analytics, TVSquared helps vision-care companies target, measure and optimize TV:

Measure Short-Term Impact

Identify TV spots generating the greatest response – whether it’s search, website traffic, online sales or app activity.

Realize Long-Term Impact

Uncover TV’s relationship across online and offline channels, quantify its impact on KPIs, including in-store/office purchases, and identify externalities affecting performance.

Understand the Customer Journey

Identify viewing habits of customers in every target market, and track TV’s influence on the path-to-purchase – a complex journey that can last up to 60 days.



Extended screen time - and the subsequent lack of sun exposure - has led to a worldwide “myopia epidemic.” Rates have nearly doubled among younger generations in the U.S., and it’s estimated that 90% of urban youth in China live with nearsightedness.

(Forbes and CNN)



The industry is not only growing in the U.S. Globally, it’s expected to grow at a CAGR of 3.83% through 2020. *(Global Vision Care Market 2016-2020)*



Improve TV Performance

Make in-flight changes to days, dayparts, networks, programs, genres or creatives to improve the efficiency of on-air campaigns.

Inform Planning

See how TV and marketing investments will perform in the future, and design impactful plans and mix strategies to target new and existing customers.

Optimize Spend

Prove TV’s impact on ROI, find the best buy opportunities and ensure the effectiveness of every dollar spent in a TV budget.

+ Advantage

Get the “who, what, when and where” of TV spot performance

+ Predict

Generate actionable media-buy recommendations and optimize spend

+ Halo

Understand the total impact of TV across all online and offline channels at the local level

Contact TVSquared to learn how you can target, measure and optimize TV:

Edinburgh, London, NYC, LA www.tvsquared.com ☎ +1 212 500 1195 ☎ +44 (0)131 290 2333 ✉ info@tvsquared.com

