

For Fracture, TV Means Awareness and Response

Quick Stats

- Fracture knew TV worked, but it needed a measurement solution to help manage its growing campaigns
- It partnered with TVSquared to quantify TV-driven response and identify high-and low-performing aspects of buys
- Today, Fracture uses TVSquared year-round, optimizing campaigns; it's increased TV spend by 300%, while also reducing cost-per-response (CPR) by 50%

THE PROBLEM

As a young, fast-growing company, Fracture entered the world of TV advertising with campaigns running on two-to-three networks. When spots aired, site traffic would spike. Fracture knew TV worked – it just couldn't quantify how much.

Fracture's marketing team relied on conversion data to gauge TV performance. It asked customers, at the point of sale, how they heard about the company. While averaging an impressive 20% response rate, this mode of data collection was problematic. It required customers to remember their first touchpoint and be willing to wade through various options within a drop-down menu.

According to Herb Jones, Fracture's CMO, the company was making too many assumptions about TV:

"If it's not measured, it's not managed. We needed a way to manage TV as effectively as possible, and to leverage performance data to gain a clearer picture into the customer journey."



ABOUT FRACTURE

Fracture was created around a simple idea: finding a better way to print and display photos. The Gainesville, Fla. company prints images directly on glass and assembles them as frameless, ready-to-photo decor. Fracture prints are a sleek, modern alternative to traditional photo décor, and with a team of 40 people, Fracture has shipped more than 260,000 orders worldwide.

In eight months, Fracture:



Increased TV spend by **300%**



Decreased CPR **50%**

THE SOLUTION

Jones had followed the attribution space for a while, researching vendors and talking to agencies with their own in-house solutions. He left most of these conversations with the impression that Fracture's TV initiatives were simply too small to benefit from the available options. (In one case, the attribution arm of a global tech company even said, "you're just too small to work with us.")

Then, Jones came across TVSquared.

"Right away, I loved TVSquared's platform-based approach, and knew it was something we could onboard and leverage quickly. We weren't limited with what we could do with the platform either – it gave us the freedom to make our own TV decisions."

Fracture began a trial of TVSquared's ADvantage platform, which provides same-day TV campaign performance analytics on days, times, networks, programs, genres and creatives. After installing the TVSquared pixel and uploading spot data, which took a few hours, Fracture was accessing insights.

Right out of the gate, ADvantage confirmed one of Jones' worst fears: that Fracture had relied too heavily on certain channels and had reached the point of saturation. His team immediately took action, looking for other options for its TV spots.



Prior to working with TVSquared, Fracture shifted more of its marketing spend to digital, and as a result, awareness, targeting and campaign performance suffered. It didn't experience the same "bump" it got with TV, and digital didn't deliver the same level of high-quality site visitors.

THE RESULTS

Since working with TVSquared, Fracture has experienced unprecedented TV-driven site traffic at a lower cost. Fracture now runs ADvantage all year round and has brought on an advertising agency to support its expanding TV presence.

With ADvantage's insights, Fracture quantifies the effectiveness of both national and regional spots. Looking at the TV-driven response spikes, Fracture hones in on aspects of buys that work best, identifies those that aren't performing and makes in-flight changes to ensure maximum response.

"We set certain performance goals as benchmarks, usually CPR. If channels, programs, genres, etc. are performing month over month, we continue with them. If they perform outside of the goals, we cut them. TVSquared makes our TV spend so much more effective," said Jones.

Fracture also found that TV is the initial stimulus for digital response, and TVSquared helped it better understand and quantify this "kicker effect." While more than 50% of site visitors come from mobile devices, the vast majority of buys are made via desktops. Fracture is working to piece together this cross-device journey, and TVSquared has helped it realize the role TV plays in it.

"For any advertiser that spends more than \$50K a month on TV, TVSquared is a must-have tool. For Fracture, I don't see how we could do what we do without it."

Herb Jones
CMO, Fracture

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

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