

Industry Insights: Credit Cards

Measure & Optimize TV

With more than 400 million cards circulating among 170 million consumers, the credit card industry is approaching a 12-year high. Consumer delinquencies and debt are at historic lows, while incomes and borrowing are on the rise. Even with mobile payment systems capturing market share, credit card companies are finding ways to solidify their place amid the disruption.

TV clearly works for credit card companies – it's one of the largest industries in terms of TV spend. But with the proliferation of media, consumers are accessing information differently, and the industry has had to reinvent its marketing strategies. Specifically, finding better ways to leverage TV to reach the right people, in the places and times they're most likely to respond.

Data from Statista, eMarketer and CNBC



CUSTOMER VALUE

20-80%

Improvement in TV efficiency

Providing same-day campaign performance analytics, TVSquared helps credit card companies measure and optimize TV:

Measure Short-Term Impact

Identify TV spots generating the greatest response – whether it's search, site visits, app or call center activity.

Understand Customer Behavior

Identify customer viewing habits in every target market and track TV's influence on the path-to-purchase, even if it's across mediums and months after initial exposure.

Improve TV Performance

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



Baby Boomers account for the largest group of credit card users. They also represent the only generation whose TV viewing time has increased in the last year.

(eMarketer and Deloitte)



Close to 90% of viewers second-screen when watching TV. In fact, the medium has been proven to be a primary driver of digital activity, including website traffic, search and app downloads.

(Google and Reality Mine)



See TV's Cross-Channel Impact

Uncover TV's relationship across offline and online channels, quantify its impact of KPIs and identify externalities affecting performance.

Inform Planning

See how TV and marketing investments will perform in the future and design impactful plans and mix strategies to target consumers.

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

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

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