

Industry Insights: Non-Profits

Measure & Optimize TV

Total giving in the U.S. is quickly approaching the \$400 billion mark, a projected 4.3% increase in donations compared to 2016. The proliferation of media has introduced new channels, new devices and new ways for people to learn, communicate and give. For non-profits, the face of the traditional donor has changed drastically, now encompassing a diverse group that spans generations.

To effectively reach donors, non-profits are reevaluating the “how, when and where” of their marketing campaigns. Especially how they leverage the one media constant among a very large, very different group of people: TV.

Data from NPR



CUSTOMER VALUE

20-80%

Improvement in TV effectiveness

Providing same-day campaign performance analytics, TVSquared helps non-profits measure and optimize TV:

Measure Short-Term Impact

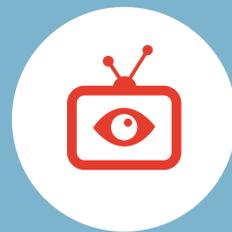
Identify TV spots generating the greatest response – whether it’s donations, search, site visits, app activity, texts or direct calls.

Improve TV Performance

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

Understand Donor Behavior

Identify donor viewing habits in every market and track TV’s influence on the path-to-giving, even if it’s across mediums and months after initial exposure.



The average American still watches 4+ hours of TV per day. Millennials even consume 12+ hours a week. Boomers even watch close to 6 hours a day - more than they did vs. previous years.
(eMarketer and Deloitte)



Nearly 90% of TV viewers watch with second-screen devices in-hand or nearby. When interested in TV ads, they immediately engage via digital. This is important because 62% of donors now prefer to give online. *(Accenture and Tech for Good)*



Optimize Spend

Find the best data-backed buy opportunities and ensure the efficiency of every dollar spent in a TV budget.

Inform Planning

See how TV and marketing investments will perform in the future, and design impactful plans and media-mix strategies that will promote maximum response.

See TV’s Cross-Channel Impact

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

+ 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:

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

