

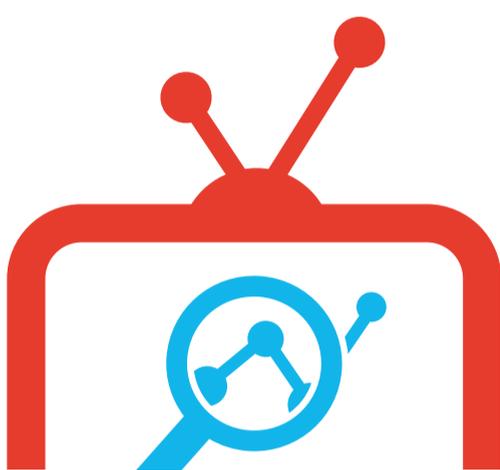
Industry Insights: Latin America

Measure & Optimize TV

Latin America is the world's fourth largest advertising market, accounting for more than \$38 billion in annual spend. At 74%, the majority of that spend is devoted to traditional media, including TV - 37% higher than the worldwide average.

In the last few years, Latin America has seen recovering economies and significant growth in online consumption. In fact, 79% of viewers use mobile devices while watching TV, turning it into a primary driver of digital response. Due to this shift, advertisers are thinking differently about TV's role as a hybrid performance-marketing channel - one that can be used for both reach and direct digital engagement.

Data from eMarketer and WARC



CUSTOMER VALUE

20-80%

Improvement in TV effectiveness

Providing same-day campaign performance analytics, TVSquared helps Latin American advertisers measure and optimize TV just like digital:

MEASURE IMMEDIATE IMPACT

Identify the spots generating response globally, nationally or locally - whether it's sales, search, site visits, app activity or more.

IMPROVE CAMPAIGN PERFORMANCE

Make changes to days, times, networks, programs, genres and creatives to improve the effectiveness of on-air campaigns.

INFORM TV BASED ON AUDIENCE RESPONSE

Understand response at the customer level and optimize TV based on audience insights that go well beyond age and gender.

On average, people consume 3:13 hours of linear TV every day in Latin America, compared to 47 minutes devoted to online video and streaming.

(GlobalWebIndex)



Across Brazil, Chile, Colombia, Mexico and Peru, broadcast TV campaigns get 1.2 billion views.

(The Global TV Group)



SYNC TV AND SEARCH

Sync TV with paid search to secure the top ranking in critical moments after a spot airs - when consumer intent-to-buy is high.

REALIZE LONGER-TERM IMPACT

Get the true ROI of TV by understanding its longer-term impact (weeks/months vs. hours/days); access instant insights without the need for expensive, time-consuming econometric models.

JUSTIFY AND OPTIMIZE SPEND

Prove TV's impact on ROI, find the best media buys and ensure the effectiveness of TV budgets.

+ ADvantage

Get the "who, what, when and where" of TV performance

+ SearchSync

Sync TV spots with paid search to maximize conversions

+ ADwatch

Automated, real-time spot detection for faster, more accurate insights

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

Edinburgh, London, NYC, LA, Munich, Tokyo, Sydney

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