

AEffect

Instantly get a more complete view of TV's total impact



Understanding the longer-term impact of TV helps you determine its true value and make the right investment decisions.

AEffect models the indirect, extended impact of advertising, accounting for Adstock and seasonality, to show how TV drove response in the near-and longer-term.

- ✓ Accurately justify future TV investments
- ✓ Get closer to realizing true TV ROI
- ✓ Analyze performance across markets and other marketing channels



Longer-term TV impact is 2x-to-5x higher than the initial impact

Fast-track Longer-Term Insight

Immediately understand TV's larger impact by looking beyond the initial response. Longer-term TV results are instantly available with AEffect, removing the need to build and maintain complex, time-intensive, expensive models.

Track longer-term impact from the start of your campaign and uncover the influencers that matter most to your business.

Continuously Measure TV's Total Impact

Get closer to the true ROI of TV advertising by measuring performance across weeks and months rather than hours and days. Our model is continuously re-calculating your results based on the latest data, enabling you to determine TV's longer-term value, track changes over time and measure the impact of a shift in media strategy.

TVSquared's unique global data sets enable application of an industry standard curve, meaning you can get started instantly and automatically transition to using your own first party data.



Go beyond TV's initial impact and instantly unlock its longer term value.

Contact TVSquared to learn more:

Edinburgh, NYC, Munich, London, Tokyo, Sydney

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

