TV for Reach and Performance

Company X came on the scene in 2014 and, to differentiate itself in a crowded market, it launched a high-profile TV campaign in 2015. With clear calls-to-action (CTAs) and attention-grabbing humor, Company X’s TV spots flooded the nation’s airwaves, touring its cost savings compared to more established competitors.

Shortly after its campaign debuted, Company X began using TVSquared’s Advantage platform to better understand the impact TV spots had on the brand. While TV was instrumental for brand awareness, Company X also wanted to use it as a performance-marketing channel.

While TV’s agility in real-time planning and executing TV buy elements (days, times, programs, genres, campaigns, networks, etc.) drove the best response. Then it used those insights to continuously optimize its buys for performance. In fact, in just three months, Company X increased TV-driven response by 54% and decreased cost-per-response (CPR) by 56% going into the holiday season.

The TV blitz continued throughout 2016 and, as Company X continued to optimize campaign, its TV-attributed response grew by 56% compared to 2015.

Using TV to Reach a Specific Audience Segment

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TV-driven response rates increase by a whopping 37% for primetime and late-night spots vs. those running during daytime and early morning hours.

The hours of 4:00 p.m. and 10:00 p.m. are performing stronger.

Ads running on CNN and New York stations, including News 12, MSG, WPIX, HBO and NFL, are driving significant response revenue.

Keys to Making TV Work

As Company X prepares for its 2019 initiatives, it employs certain best practices that make its TV strategy work.

1. Measure and Optimize: From the start, Company X has relied on data analytics to measure and optimize the performance of every spot. At any given time, Company X knows exactly how TV is working to impact the bottom line, and uses those insights to continuously optimize TV for maximum performance.

2. Test and Learn: Company X has always looked at creatives as dynamic optimization opportunities. It frequently tests creatives to find the optimal CTA, lengths, messages and channel for its target audience.

3. TV and Digital: Company X understands that online and offline channels impact and interact with each other throughout the customer journey. Rather than operating in silos, Company X makes marketing channels work together, and uses TV as a major driver of digital response.

4. Targeting: While Company X has used TV for its broad reach, it also knows that TV can be used for more precise targeting beyond age and gender. With its latest campaign, Company X is trying to reach urban professionals. With real-time analytics, Company X gets audience-level insights into performance, understand the audience segment it is responding to and then optimizing spend for that target audience.