

E-Commerce: Building a National Brand with TV

We're living in the age of the informed, connected consumer, who expects around-the-clock availability from retailers. This is why it's no surprise that e-commerce sales are expected to reach \$712 billion by 2022 in the U.S. alone.

While the e-commerce space is huge and increasingly crowded, it's overwhelmingly dominated by Amazon, which holds a 50% market share. How could an e-commerce startup make a name for itself among consumers overwhelmed with options? For one brand, the answer was TV.



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 airways, touting its cost savings compared to more established alternatives.

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

With ADvantage's real-time analytics, Company X isolated the TV buy elements (days, times, programs, genres, creatives, networks, etc.) that drove the best response. It then used those insights to continuously optimize its buys for performance. In fact, in just three months, Company X increased TV-driven response by 34% and decreased cost-per-response (CPR) by 34% going into the holiday season.

The TV blitz continued throughout 2016 and, as Company X continued to optimize campaigns, it saw TV-attributed response grow by 56% compared to 2015.



Using TV to Reach a Specific Audience Segment

Company X launched a TV campaign in September 2018, with the goal of reaching affluent, urban-based consumers. While the campaign is brand new, Company X is working closely with TVSquared to ensure its spots are reaching the right people, in the right places and at the right times.

Spots are running in East Coast hubs, including New York, Boston, Philadelphia and Washington, D.C., and early results show that:

- ▶ **TV-driven response rates increase by a whopping 1,711% for primetime and early fringe spots vs. those running during daytime and early morning hours.**
- ▶ **The hours of 7:00 p.m. and 10:00 p.m. are performing strongest.**
- ▶ **Ads running on CNN and New York stations, including News 12, MSC, WPIX 11 and NY1, 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:

- ▶ **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.
- ▶ **Test and Learn:** Company X has always looked at creatives as dynamic optimization opportunities. It frequently tests creatives to find the optimal CTAs, lengths, messaging and style for its target audience.
- ▶ **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.
- ▶ **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, understanding how the segment is responding to TV and then optimizing spend for that target audience.

- ✔ **Increased TV-driven response by 34% in three months, and 56% in 12 months**
- ✔ **Decreased cost-per-response by 34%**

Contact TVSquared to learn how you can measure and optimize TV