

Network Case Study: Win Business & Increase Revenue with TV Performance Analytics

With the majority of TV viewers watching with second-screen devices nearby, TV has evolved from a driver of reach and frequency, to a driver of reach, frequency and performance. To take advantage of this, advertisers are demanding dynamic, digital-like optimization opportunities from TV.

To meet this demand, improve client retention/growth and empower sales, networks are turning to real-time TV performance analytics. Network X, one of the country's largest multichannel video service providers, began working with TVSquared in 2018 to prove TV's efficacy with transparent performance metrics and data-backed optimization opportunities.

The following case studies detail how Network X leveraged TVSquared's ADvantage platform to make local TV a performance-marketing channel for two auto dealerships.



Proving Local TV is a Full-Funnel Solution

A Fort Lauderdale, Fla.-based auto dealership, and long-time local advertiser with Network X, wanted to understand the immediate impact of TV campaigns on website traffic. Network X knew that without proving the value of its TV footprint, there was the risk of losing the TV budget to digital.

More than 90% of the dealer's spots ran against sports and news programs. It was a solid strategy for reach, and initial findings showed that ads did drive website traffic. But Network X knew the dealer's campaign could be even more impactful.

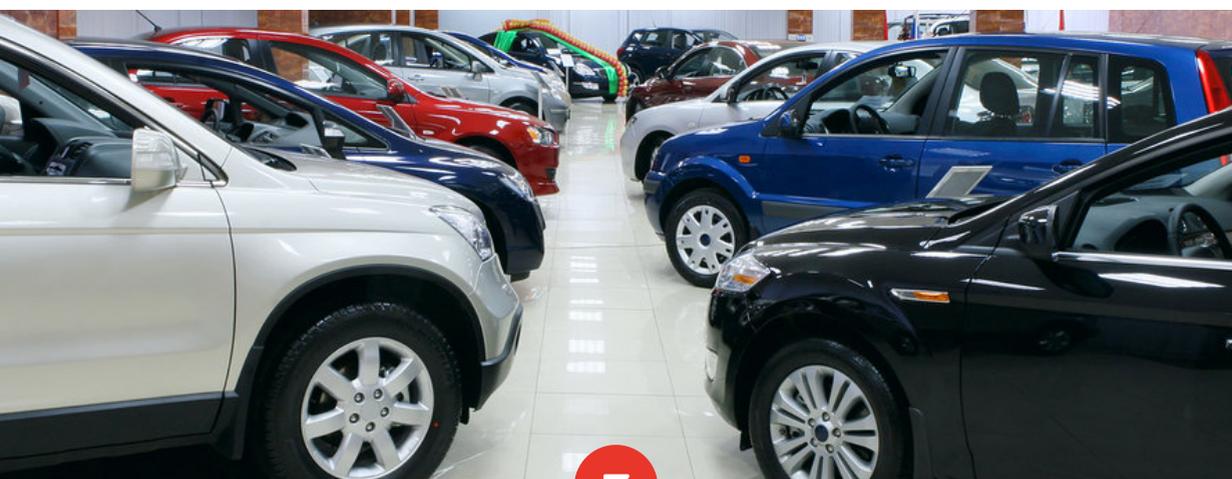
Digging deeper into the data, Network X was able to prove daypart performance. In addition to demonstrating the strength of primetime, performance metrics showed the effectiveness and responsiveness of daytime and early fringe. It also identified the opportunity to better marry content with audience, expanding into new channels and programs that would reach household-level targets more inclined to research cars online.

Network X suggested an enhanced schedule to increase quality traffic to the dealer's website. It included audience-based buys across more channels and dayparts. This broader, deeper schedule led to:

▶ An 18%+ lift in website visitors within 30 minutes of spots airing

▶ More than 5,000 page views, an 32% increase on normal visitation

Network X turned TV from a reach-only vehicle into a full-funnel solution by showing the impact of advertising on website visits. By delivering transparent performance metrics and offering insights for optimization, Network X not only ensured the dealer kept its TV budget, but also gave it the confidence to actually increase spend.



Increasing Booking Value and Monetizing Inventory

Working with a Sacramento, Calif.-based auto dealership that was new to TV advertising, Network X used the TVSquared platform to justify increases in CPMs based on the best performing dayparts.

Looking at a breakdown of daypart performance, Network X found that while a quarter of the dealer's spots ran during primetime, weekend daytime, early fringe and daytime were performing just as strongly – and, in some cases, even more so. Network X recommended that the dealer increase its spend to include more buys across channels during high-performing dayparts.

This broader, deeper schedule change more than tripled the immediate visitor lift to the dealer's website.

This was not a trend solely for auto advertisers. Once Network X understood the responsiveness of buy elements, it had leverage when putting TV schedules together for advertisers. Brands that previously avoided certain dayparts or channels, shifted money into those areas because Network X proved they were successful with similar brands. It now sells clients into new daypart and channel buys not with ratings, impressions or reach, but with real-world performance insights.

Contact TVSquared to learn how you can
measure and optimize TV