

# DTC Wellness Brand Makes TV a Growth Driver

TV's evolution into a performance-marketing channel has made it the ideal medium for brands looking to drive response and, ultimately, growth. One young, fast-growing DTC wellness brand began using TV to promote website visits and online sales – the unparalleled reach it provided was just the icing on the cake.

Soon after launching its first campaign, Company X recognized TV's power as an acquisition channel, but it wanted a more transparent, real-time view into how spots performed and how its agency was optimizing buys. Since it had a much smaller budget than more established wellness brands, Company X needed to make every dollar count, which is why it began working with TVSquared to bring TV attribution in house.

Using TVSquared's always-on ADvantage analytics platform, Company X began tying TV ad exposure directly to business outcomes – measuring the effectiveness at the spot and campaign levels, and tracking immediate and longer-term response.



## Days-of-Week: Weekends for Performance

Company X found that Saturdays and Sundays led to 60% of all TV-driven sales and 61% of website visit. They also delivered 50% more audience impressions vs. weekdays and came at a cost per response (CPR) 30% below average.

Weekends proved to be valuable for new-customer acquisition as well (a big KPI for the brand), driving 82% of new-customer engagement during the campaign.

## Dayparts: Looking Beyond Primetime

Primetime, and the massive audience that comes with it, is often thought of as the ideal daypart for advertisers. While it's a great time for branding, it's not ideal for performance. Company X learned that Primetime was performing below average for response, even though it accounted for a large portion of spend.

Instead, Weekend Morning and Weekend Daytime were driving major performance, with the latter resulting in a 270% higher response rate than any other daypart.

## Program Genres: Surprising Finds

The marketing team at Company X assumed that its target audience watched Health/Fitness-themed shows, and that the genre would be particularly high performing. In fact, Health/Fitness, along with Food and Culture/Lifestyle, were the worst performing genres – resulting in response rates 50% or more below average.

Crime-Drama and Comedy genres turned out to be the best for both response and CPR.



## Game-Changing Results

Company X used the real-time, granular insights to understand how TV impacted business, and unlock ways to make it work even better. Every minute of every day, it knows exactly what's working and what's not, which has helped it operate both leaner and faster.

Using the first wave of insights, Company X immediately cut 73% of its spend – removing all average- and low-performing buys. Despite that reduction, it was able to maintain the same level of performance throughout the rest of the campaign.

For its next campaign, Company X doubled its TV spend, investing in the high-performing areas and working with its agency to optimize weekly. This resulted in the best quarter for sales in company history, and led to 4x more returns vs. its first campaign.

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