

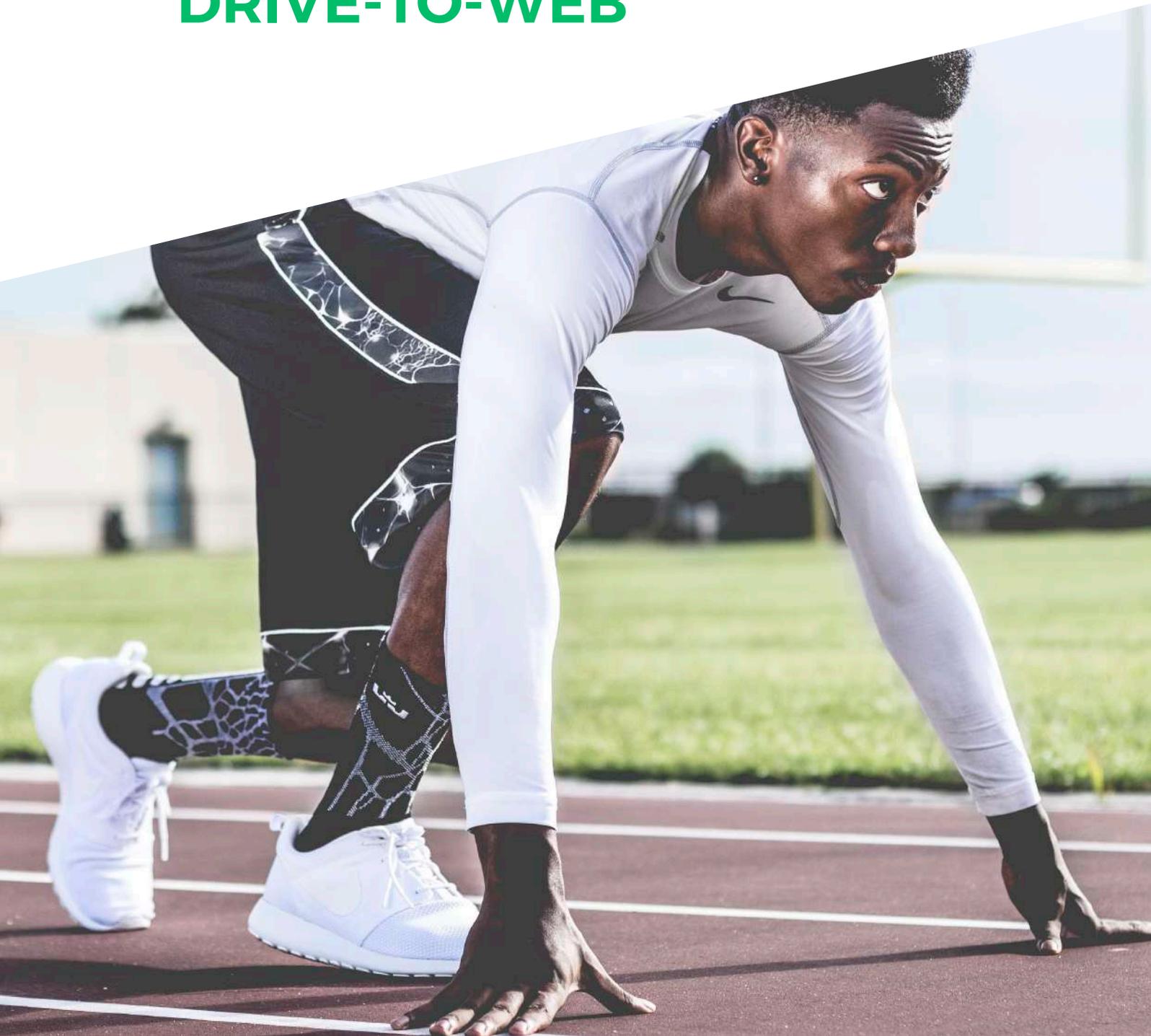


admo.tv

THE TV & RADIO  
ANALYTICS PLATFORM

3

Steps to boost your  
TV campaigns with  
**DRIVE-TO-WEB**



# ADMO.TV EDITORIAL

## PEEK BEHIND THE CURTAIN OF THE MYSTERIOUS WORLD OF TV TRACKING

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In June 2011, we witnessed the birth of ClickOn, a pioneer in TV/digital convergence. Later on, following two global firsts in the optimisation of digital campaigns in sync with the airing of television ads, and after registering several crucial patents, the Admo.tv analytics solution was launched in February 2015. Its goal: solving the mysterious equation of measuring Drive-to-Web.

For 7 years, we've helped the biggest brands and media agencies with their TV/digital strategies.

In our 7 years, we've helped nearly 1,500 brands master and analyse their TV/digital synergy.

In these 7 years, we've boosted more than 2,000 search, display, online video, and social media campaigns thanks to TV and its impact on the digital ecosystem.

In the past 7 years, we've heard anything and everything about TV and its famous digital turn.

«Do my TV ads really impact my online business?»

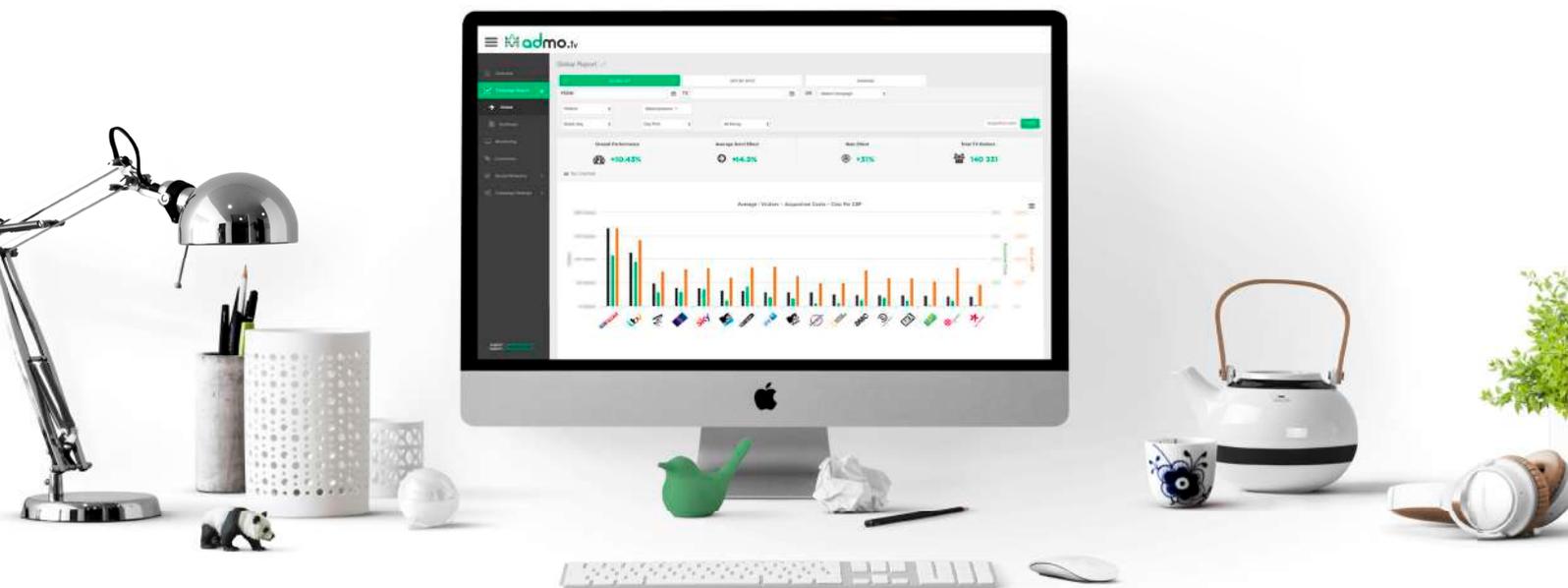
«I mostly only do brand awareness campaigns. TV analytics doesn't concern me.»

«I see that I have more traffic and conversions using TV—what's the best way to take advantage of this phenomenon?»

«Personally, I don't really put much faith in all these new technologies...»

In our 7 years, we've understood that support is the key to getting the best results out of our clients' advertising campaigns. We've listened to and taken note of the most frequent questions concerning TV tracking in order to answer them all as concretely and clearly as possible.

Want to boost the efficiency of your TV campaigns? Just follow the yellow brick road...



# PROGRAM

## AN ARTICLE IN FOUR PARTS

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1



### BREAKFAST

#### INTRODUCTION: THIS ISN'T YOUR DAD'S TV

An advertising market that's ever more demanding

From branding to ROI

A TV-WEB bridge

From successive multitasking to TV attribution

2



### DAYTIME

#### HOW TO VALIDATE TV ANALYTICS DATA

Step 1: Reliable detection of TV ads

Step 2: Quantifying TV's impact

Step 3: Qualifying TV-exposed visitors

3



### PEAK

#### HOW TO READ DRIVE-TO-WEB DATA

The Drive-to-Web impact: what to expect

Adapting analysis to your goals

A panorama of TV performance indicators

4



### NIGHT

#### HOW TO INTEGRATE THE RECOMMENDATIONS

Several layers of adjustment

An analysis funnel

Case study: Traditional advertiser—branding

Case study: Pure play Advertiser—ROI

# INTRODUCTION :

## THIS ISN'T YOUR DAD'S TV



# AN ADVERTISING MARKET THAT'S EVER MORE DEMANDING HIT HARD OR WITH PRECISION WHY CHOOSE?

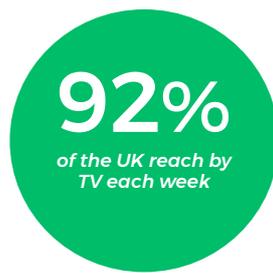
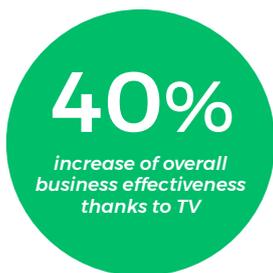
With the digital boom and the multiplication of acquisition channels and points of contact, marketing deciders need data to make the right marketing decisions. But in a marketing environment where the digital element is becoming more and more popularised, what should be done with TV, that powerful media format with cryptic outcomes?

It's certainly true that a TV ad is expensive to produce—and, even more so, to broadcast. However, TV is the only media medium today that lets advertisers reach so many people all in one fell swoop.

Beyond major broadcasts that have everyone tuning in, such as football cup finals or national singing competitions, TV is solidly entrenched in everyone's daily lives.

Many advertisers, both traditional and pure play, have realised that they simply can't do without TV's incomparable reach. However, when they leave the controlled digital universe, they find themselves in the unfamiliar territory of offline media, with macroscopic data and no granularity in their impact measurements.

The power of investing in TV more than justifies obtaining more precise data and analysis, whether you're an e-commerce company using television for the very first time, or a traditional advertiser who has already been investing in this media for years. Because while an exacting analysis of TV's impact makes it possible, first of all, to control acquisition costs, it also allows you to boost and improve the quality of your overall reach.



**How to master TV and capitalise on its  
power to help you go from reactive to  
proactive?**

Sources: BARB, Thinkbox TV, Media in Focus by Binet & Field.

# FROM BRANDING TO ROI

## AN IMPACT THAT DOESN'T DISCRIMINATE

60%

*Average search traffic  
increase after the airing  
of an ad\**

80%

*Application downloads  
after an ad airs\*\**

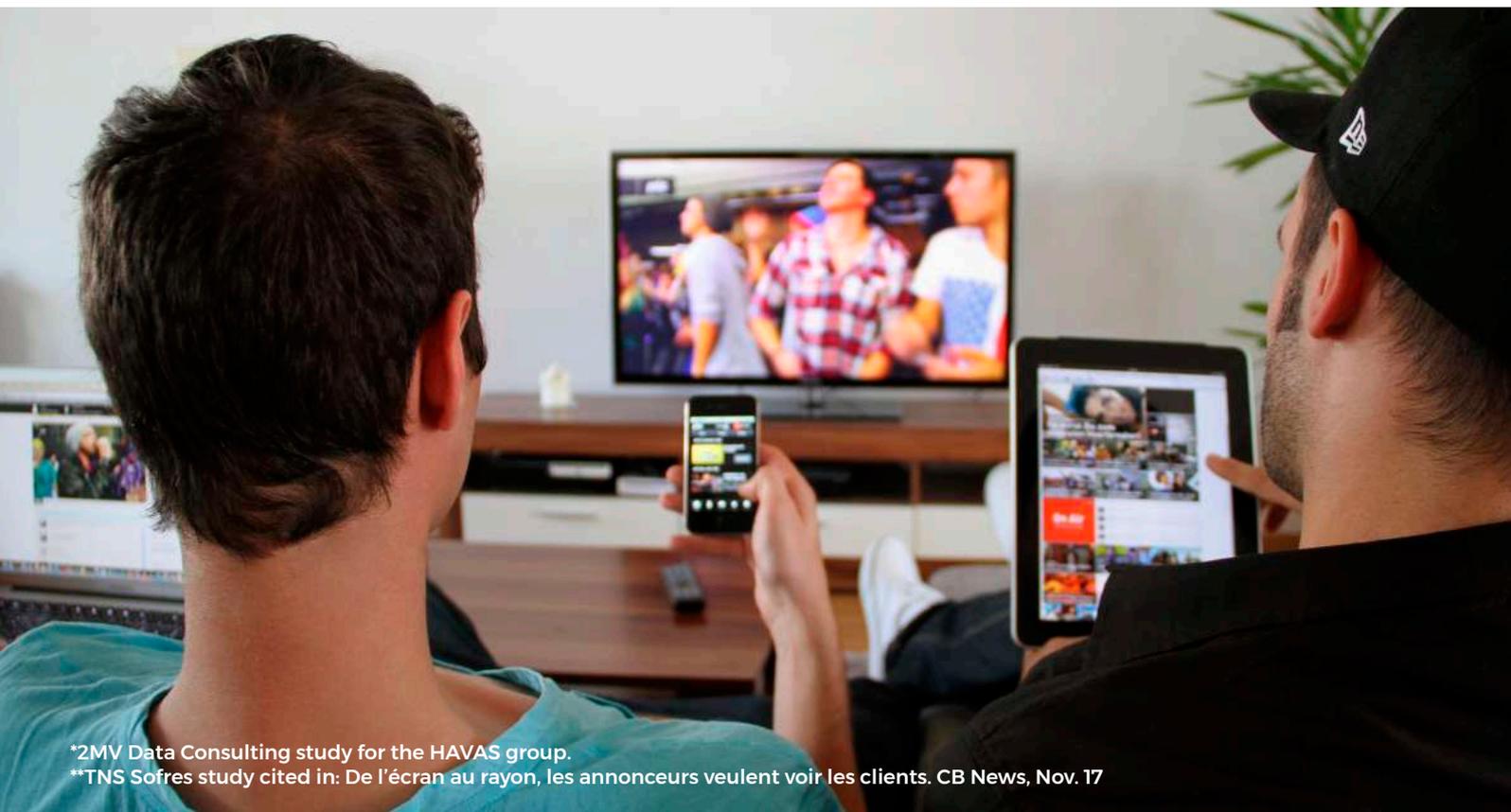
With the digital boom and the rise of multi-screen consumption, more and more advertisers—traditional and pure play alike—are adapting their television ad designs to include «calls to action» (a site url, a prompt to download an app, a specific promotional offer, etc.).

The goal: drive viewer engagement.

But no matter the ad type, the product being sold, or the sector, the millions of ads analysed by Admo.tv prove that TV always generates a direct impact within the advertiser's online environment, with or without the call to action.

TV's ability to provoke reactions online has created an entirely new data point: Drive-to-Web, i.e., online viewer engagement.

Whether taking into consideration visits, shopping cart sizes, or even tweets that can be attributed to TV's influence, this data offers a new way to understand TV's advertising impact. By exploiting it, it's possible to find a solution to the ROI and brand awareness problems you may be facing.



\*2MV Data Consulting study for the HAVAS group.

\*\*TNS Sofres study cited in: De l'écran au rayon, les annonceurs veulent voir les clients. CB News, Nov. 17

# A TV-WEB BRIDGE

## THE MULTITASKING PHENOMENON

The internet and television are not two separate worlds evolving in parallel—quite the contrary. Today, TV engages people and creates digital opportunities. If these two communication mediums seem to echo each other more and more, it's due to the changes in the way TV is consumed.

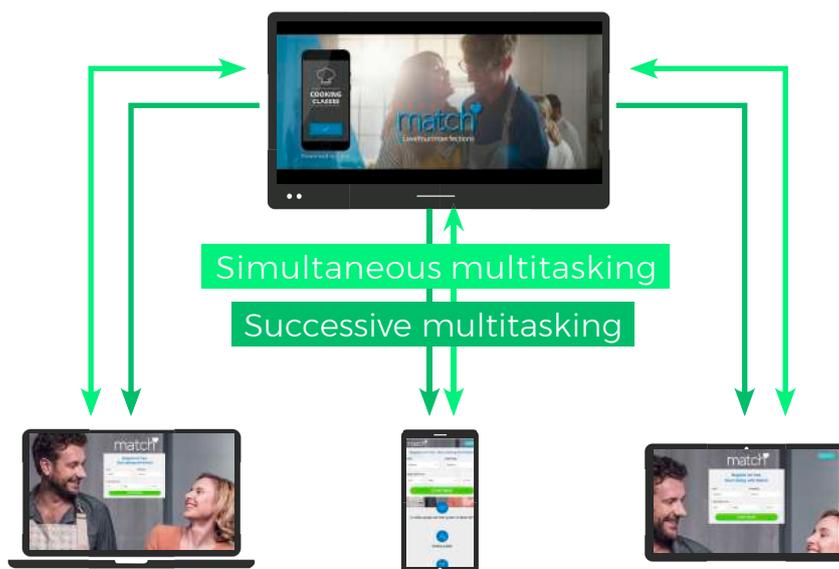
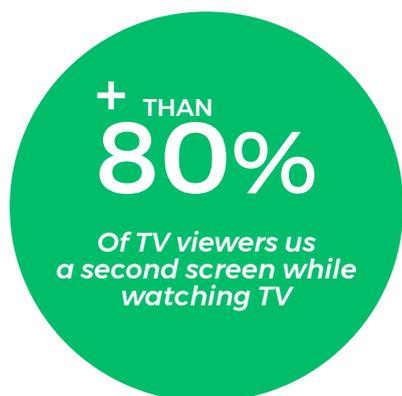
This consumption phenomenon is called multitasking. Such multitasking can be simultaneous or successive.

Simultaneous multitasking is characterised by simultaneous and obligatory usage of two screens during a well-defined and time-limited interaction opportunity: «Shazam this ad», for example.

Based on emotions and direct engagement, this type of mechanism can be useful for generating buzz. In practice, the element of surprise in addition to a time limit make it less effective.

On the other hand, successive multitasking consists of using first one medium then following up with another. Consequently, value creation is more predictable and optimisable. This is the multitasking that's going to lead to Drive-to-Web data: the viewer sees the ad and then engages at their leisure on the advertiser's site. This engagement can take place during the ad, in the following minutes, or even hours or days later.

Without a doubt, TV has an immediate impact, created by multitasking, but also has a long-term impact (more details on page 12).



# FROM SUCCESSIVE MULTITASKING TO TV ATTRIBUTION

## THREE KEY STEPS

As a result of successive multitasking, a chunk of an advertiser's traffic can therefore be attributed to TV. By combining real-time TV ad detection with an ultra-fine analysis of the effects observed within the online environment, the advertiser obtains a new measure of performance. This new data point is called Drive-to-Web, as earlier mentioned. Before diving into the details, here are the three key steps involved with TV analytics.

### TV ad detection

To analyse the impact of a TV ad on an advertiser's site, you have to know precisely when the ad is being broadcast. Today, we have technologies that allow us to know the exact time, down to the second.

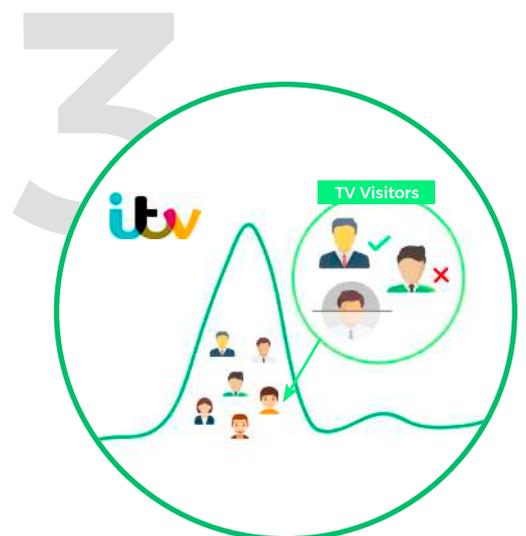


### Analysing the impact on the advertiser's traffic

We compare the traffic logged when an ad is detected with the «normal» site traffic. The difference calculated within the ad's impact time is the TV incremental reach.

### Identifying visitors that come from television

With a user-centric attribution method, this incremental reach is qualified, letting us distinguish TV-exposed visitors from the regular users who connected during the TV spike. Thanks to this identification method, we can also follow the TV-exposed visitors over time and, therefore, analyse the indirect impact of television.



# HOW TO VALIDATE TV ANALYTICS DATA



2

# STEP 1: RELIABLE DETECTION OF TV ADS

## TV TRACKING TECHNOLOGY

When an advertiser communicates through television, they have access to a media planning which is supposed to represent the entirety of their broadcasts to come. But 100% of media schedules are approximate: they don't allow the advertisers to know exactly when they will air. It's therefore difficult to check their broadcasts or, going even further, to analyse the advertising impact that they have.

Today, technologies exist for detecting advertisements. The goal of these TV tracking technologies is to provide the advertiser with the exact moment (down to the second) their ads air, each time that they air.

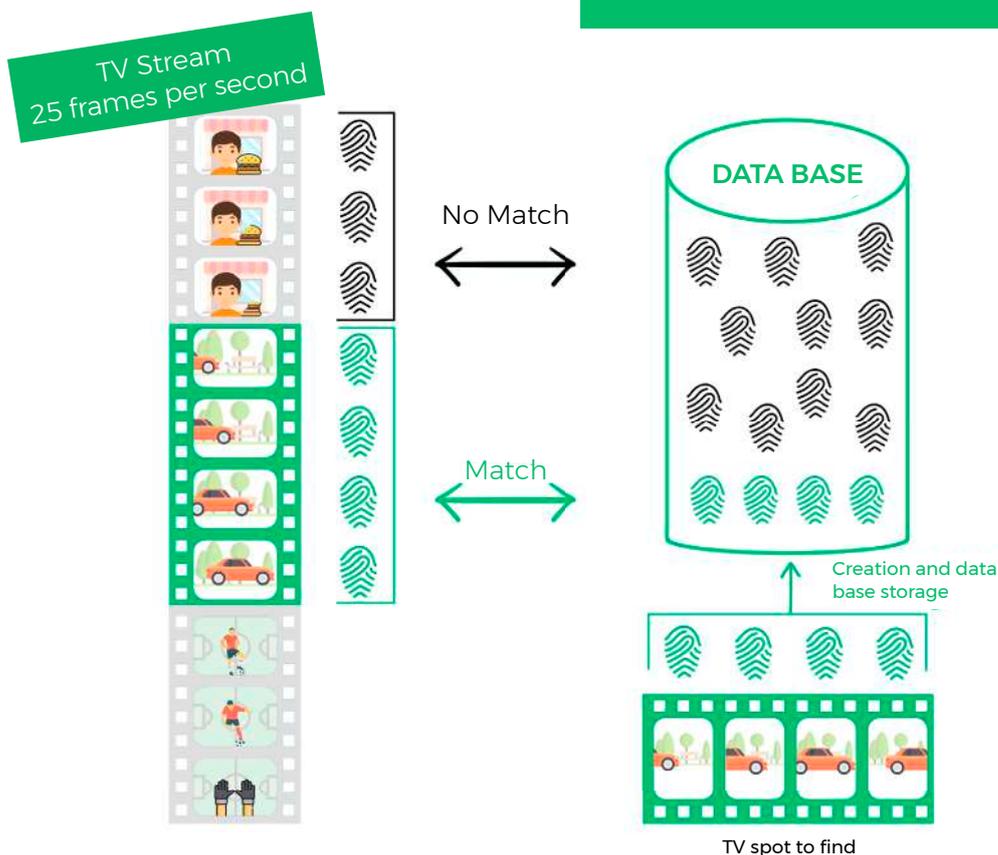
A television broadcast, and more generally any video content, is made up of a series of images. TV tracking consists of comparing these images with a database comprising all the images of an advertiser's ads in order to detect these ads the moment that they're broadcast.

But comparing these images directly, pixel by pixel, would consume enormous amounts of resources. It would be a slow, costly, and inefficient process.

The most used technology is one called «fingerprinting». With this method, we associate each image with a unique signature that serves to represent it. Using this technology, it's not the images we're comparing, but their signatures. A good «fingerprinting» method must be fast to calculate, be able to handle minor variations in the image, and allow for an extremely quick search capability with huge databases.

### The Admo.tv recipe

Admo.tv has developed their own detection technology based on fingerprinting. This technology is now patented in Europe. Our French database is comprised of over 10 million images. A search is performed in this database 25 times a second for each television broadcast.



# STEP 2: QUANTIFYING TV'S IMPACT

## DIRECT IMPACT: BASELINE AND IMPACT TIME

Once we're all set up to detect our TV ads, all that's left is to precisely determine the gains from each ad in the advertiser's online environment. Two steps are therefore necessary.

First, you have to know how to quantify the traffic generated by a TV ad's airing. The method most often employed is comparing the traffic during normal times with the traffic affected by TV broadcasts to deduce your incremental reach.

This all starts with calculating the baseline. The baseline is the advertiser's organic website traffic, i.e., the traffic that is not influenced by the airing of a television ad.

It's important that this baseline be calculated dynamically and not statically (by using an average, for example), otherwise there's a risk of over- or underestimating the normal traffic. (Fig. 1)

Once the baseline has been determined, you have to know the exact impact time for a TV ad. Here again, this impact time must be dynamically-calculated and not based on a fixed time period; otherwise, there's a risk of considering too much or not enough of the traffic that might be attributed to TV (Fig. 2).

### The Admo.tv recipe

At Admo.tv, our R&D team has developed the first entirely dynamic TV incremental reach calculation model—not based on traffic history analysis or static impact times.

#### How does it work?

Admo.tv places a tag on the advertiser's site to track their visits in real time. The impact calculation algorithm uses this real-time traffic to calculate, each second, the provisional traffic over the next five minutes. This «rolling» calculation method is based on curve analysis. Whenever a TV ad is detected, the algorithm compares the real traffic (affected by television) with the traffic there should have been without the influence of television (predictive model) in order to determine the TV incremental reach.

The baseline is therefore 100% dynamic, just like the impact time. The end of the impact period is determined by the convergence of the real traffic curve and the predictive model.

Fig 1.

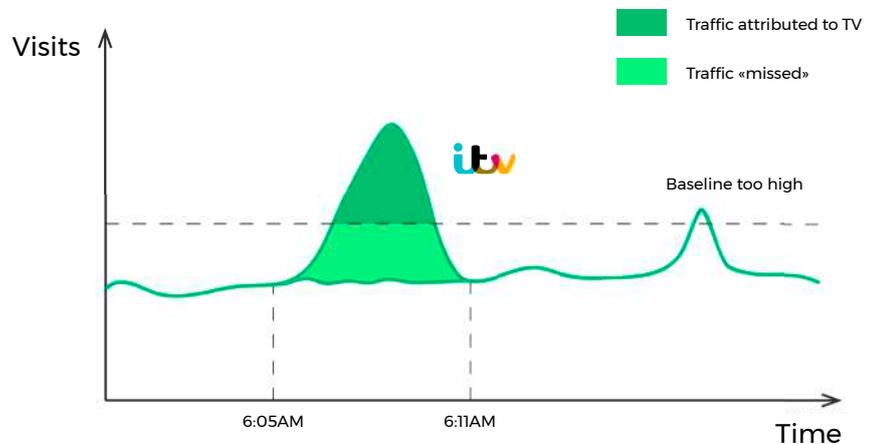
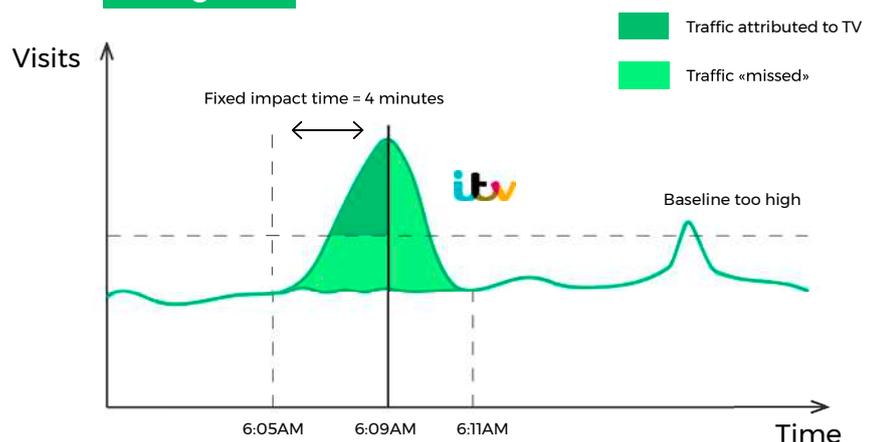


Fig 2.



# STEP 2: QUANTIFYING TV'S IMPACT

## INDIRECT IMPACT: A TAILORED, GLOBAL IMPACT CALCULATION

Once the direct impact has been determined, it's time to calculate the indirect impact. To jog your memory, this generally represents between 40% and 80% of the total number of visitors brought to the advertiser's online environment by way of television campaign.

This impact represents the global effect of television on the advertiser's site or application, not including the immediate impact of each TV ad broadcast. It's true: numerous viewers will not go to the advertiser's website immediately after having been exposed to the TV ad, for simple contextual reasons (e.g. their program is back on, it's dinnertime, their phone doesn't have good reception, etc.). Their visit to the site, however late it may come (3, 24, or even 48 hours after the ad airs) must still, however, be fairly attributed to television. Additionally, the TV also has a «word of mouth» effect that also needs to be taken into account when analysing the indirect impact.

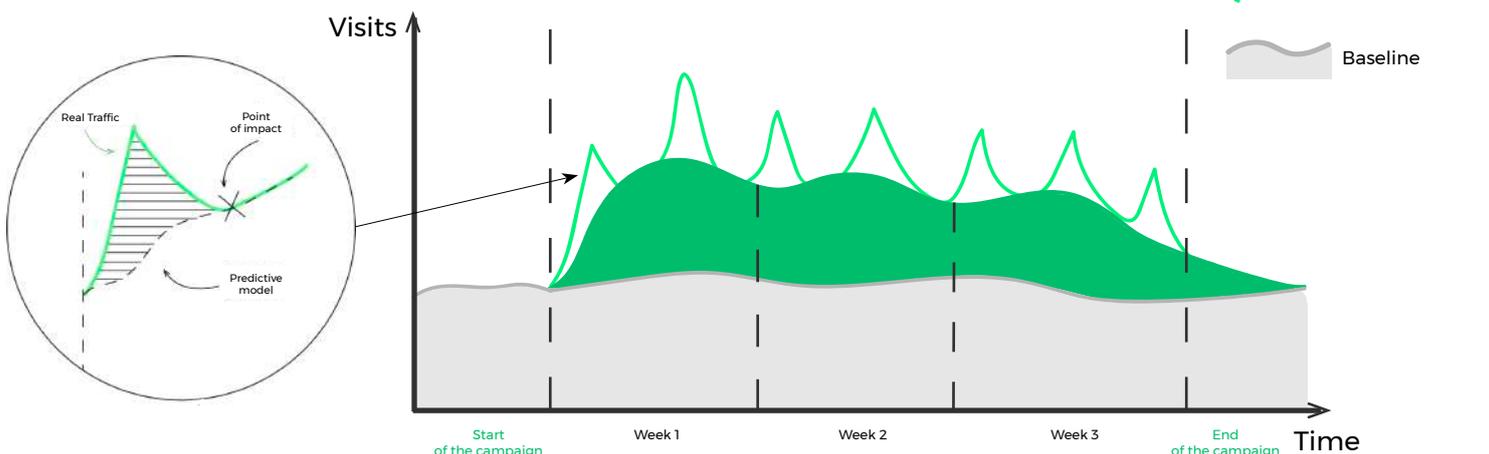
Television's impact in terms of memorisation has been amply demonstrated. According to the SNTPV, 55% of viewers cite television as the most impactful advertising medium. Television, therefore, engages viewers in the long term and it's necessary to be able to calculate this segment of delayed visitors; otherwise, you'll be overlooking a major part of your traffic.

Several factors must be considered in this calculation. There is an art in determining the baseline for an entire TV campaign, which is on a much larger scale than the simple impact time of a TV ad. To achieve this, certain variables must be taken into account, such as the seasonableness, the weather, and also holidays (Christmas, St. Valentine's, etc.). These exogenous criteria will help to provide an initial idea of the indirect impact.

Next, certain endogenous (i.e. specific to the advertiser) criteria must be considered in order to refine the calculation. Depending on the advertiser's profile and their media strategy, the calculation of the indirect incremental reach will be more precise and will complete the direct contribution of TV ads in quantifying television's impact.

### The Admo.tv recipe

At Admo.tv, the indirect impact is calculated by our R&D team. The team, comprised of PhDs in the field of signal processing, compiles the advertiser's data along with the exogenous data. Thanks to these proprietary algorithms, they derive a very precise measurement of this indirect contribution.



# STEP 3: QUALIFYING TV-EXPOSED VISITORS

## USER-CENTRIC ATTRIBUTION

But TV tracking doesn't stop there: in the second step, the advertiser can qualify their traffic increase thanks to user-centric attribution methods. This means separating, over the TV ad's impact period, the visitors who are there by way of the television ad from those who are there because of other sources (banners, emails, etc.). There are several methods to accomplish this.

Here's one example:

At first, visitors can be sorted depending on their acquisition channel: visitors coming from e-mail campaigns or referrals should, for example, be put aside. In the end, we'll keep only those who came to the site via Google searches (SEO and SEA) or directly.

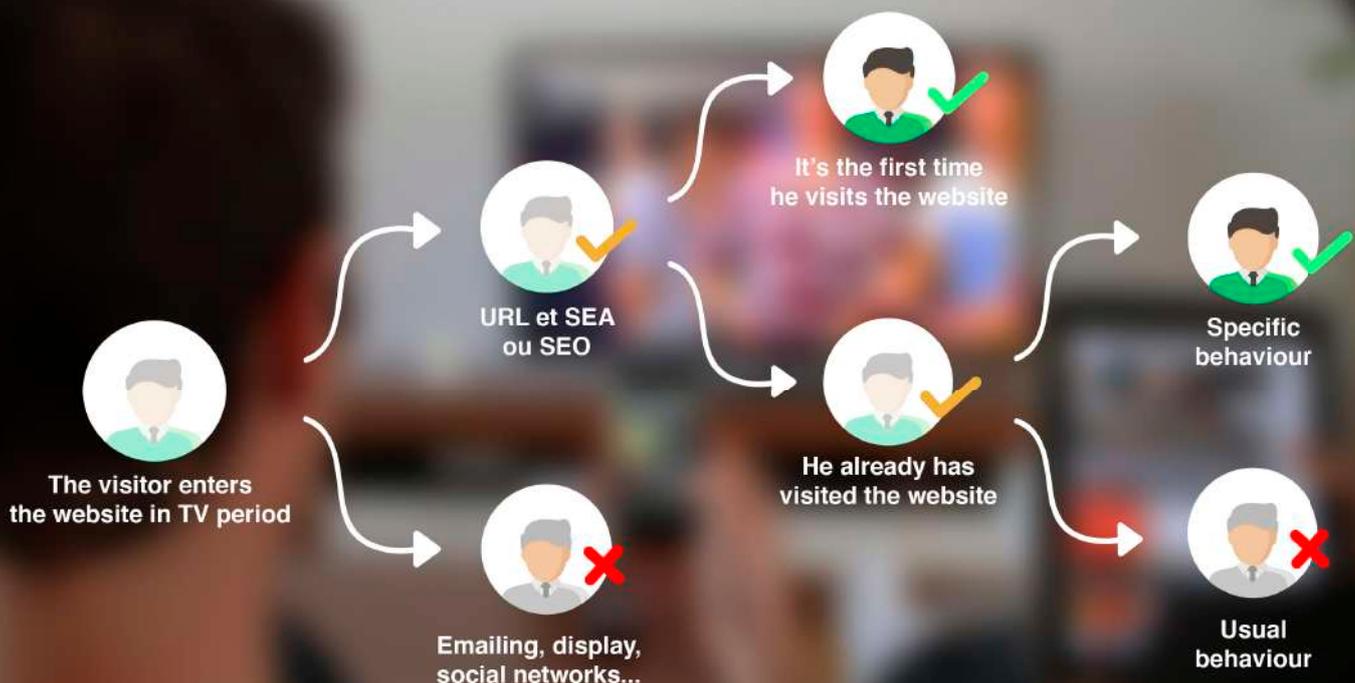
The next step is to study the user's behaviour. To do this, we verify whether or not we already know the user who came directly or via Google during the TV period.

If they're new, we can attribute them to television. If they've already visited, a specific analysis of their behaviour is needed.

The objective is to determine whether or not their behaviour is habitual. As an example, let's use an advertiser in the banking sector. A user connects to their site every two weeks to check their account. If one day the regularity of this behaviour changes—if, for example, they connect on another day to check information about a product that was presented in a TV ad—then the algorithms developed by Admo.tv will attribute that to the TV.

Following this user-centric analysis, the visitors who have reacted to the airing of television ads are identified. Drive-to-Web analysis can then go a bit further and reveal the impact that TV ads have on online conversions.

By integrating 1st- or 3rd-party data with the help of partners, TV analytics can also supplement its knowledge of TV-exposed visitors (gender, age, interests, etc.).



# HOW TO READ DRIVE-TO-WEB DATA



3

# THE DRIVE-TO-WEB IMPACT

## WHAT TO EXPECT

### RECURRENT PATTERNS

The importance of TV's incremental traffic, whether direct or indirect, its evolution over time, and the behaviour of TV-exposed visitors are obviously all different from one advertiser to the next. They depend on numerous factors, such as the type of ad as well as the advertising pressure employed, which will also differ from sector to sector. For example, in the tourism sector, traffic can, on average, increase by 60% immediately after the airing of a television ad. For auto manufacturers, the average is 40%. For banking and insurance, the average direct increase logged can reach up to 26%. While there's no general rule, certain impact patterns do stand out. By combining our history of TV analyses with an advertiser's profile, they actually become predictable.

### ANOTHER WAY TO USE WEBSITES

Very often, we can see a considerable difference in the behaviour of internet users attributable to television and other factors. By observing changes in site-centric data (bounce rates, pages viewed, time spent on the site, etc.) while the TV is providing traffic, an advertiser can optimise their website from a marketing standpoint.

### A NON-LINEAR CAMPAIGN PROCESS

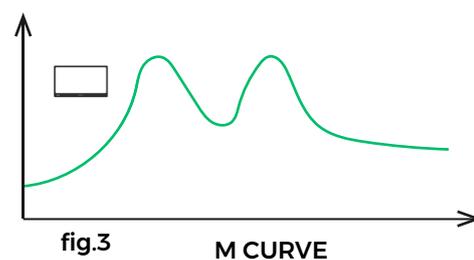
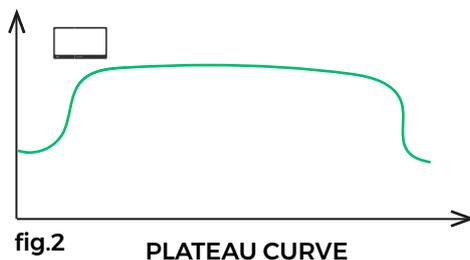
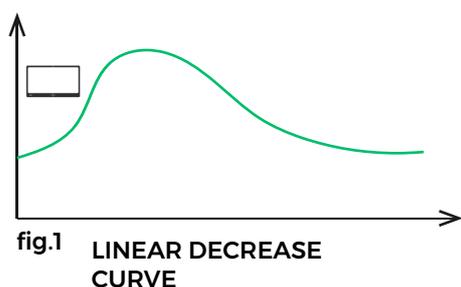
Observing a website at the beginning of a TV campaign is a bit like watching a mountain stage of the Tour de France.

At the beginning, before the first TV ad is aired, the traffic is flat. And then, all of a sudden, it starts rising. Mind you, we're not talking about a little hill. No, we're talking about alpine peaks—a very quick, steep rise. That's the beginning of the TV campaign. And once we've reached the peak, what happens next? There are several possible scenarios. Here are three of them.

One possibility resembles the Col du Tourmalet, with the traffic descending progressively after the first few days of the campaign (fig. 1). Clearly, the audience is very reactive, but slowly starts to exhaust. We call this model the linear decrease curve.

But there's also a form that resembles the Plateau de Beille. In this case, the traffic curve remains rather elevated throughout the campaign (fig. 2). This often means that the «call to action» in the advertiser's ad is very engaging, and that the target is particularly susceptible to it. We call this the plateau curve.

Finally, there's the duo formed by the Col de la Biche and the Grand Colombier. A first peak in the traffic can be seen at the beginning of the campaign, followed by another one a bit later on (fig. 3). Why is that? Well, the target is immediately very reactive once the campaign starts...but the momentum gets used up quite quickly. And this leaves an opening for another audience, resulting in what is referred to as an M curve.



# WHAT TO MEASURE IN ACCORDANCE WITH YOUR CAMPAIGN GOALS

## EACH ADVERTISER HAS THEIR OWN KPIS

When discussing TV impact analysis, we generally always use the same KPIs. Visits and conversions are frequently compared with the budget, the GRP, or the ad. These KPIs mingle at first to help the advertisers evaluate their TV impact: how many TV visits per GRP, what's the cost per TV visit, or how many conversions per ad.

To complete the analysis, it's important to compare these TV KPIs depending on the characteristics of the broadcast media. These can be sorted into three general categories. The timing (days, dayparts, hours, etc.), channels (channel and network) and ad type. We can go even further and compare the visits/GRP between different channels or the costs/visit on different days !

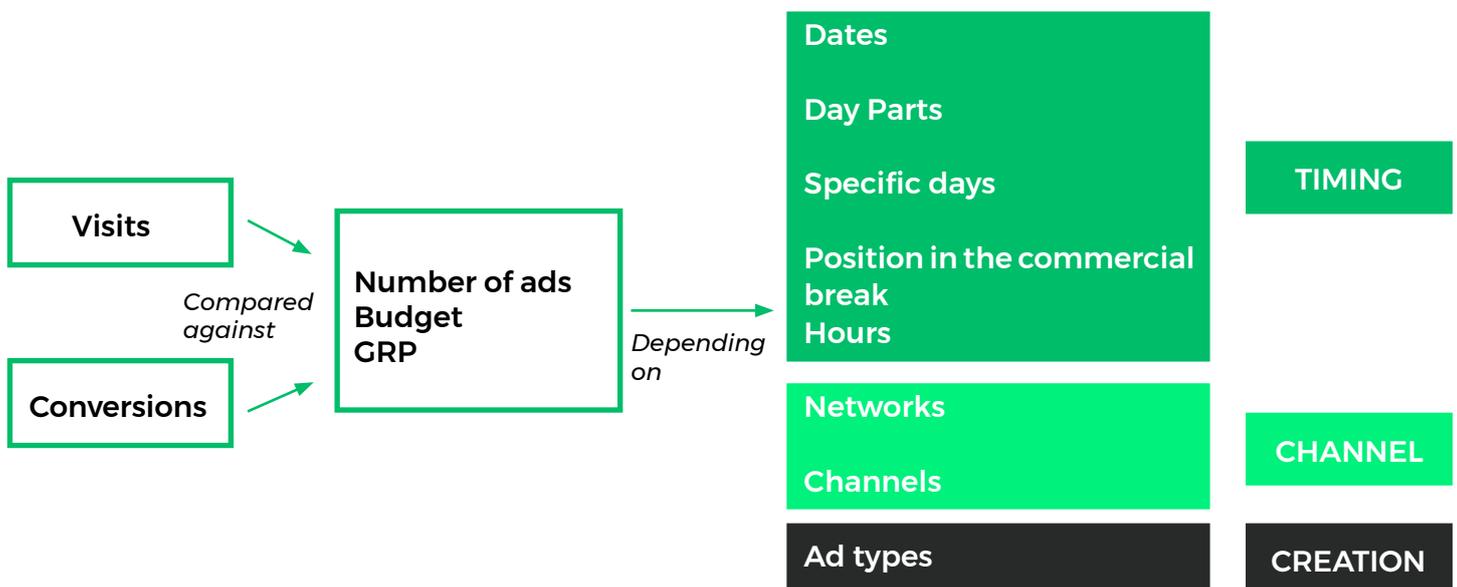
Faced with the multitude of possible combinations and reports that can be generated, we advise advertisers to define goals for their campaign beforehand in order to be able to concentrate on certain relevant data pairs. A single KPI might in itself be perceived as good or bad depending on the campaign's objective. Example: a certain daypart, that brings a lot of traffic but is nonetheless not very profitable, might be boosted by a brand awareness advertiser, while the same daypart might be ignored by a more ROI-focused advertiser.

### BRAND AWARENESS VISION

Recommendations will essentially centre around the number of visitors for each aspect of the analysis. With equivalent GRPs, an advertiser will prefer the combinations that most engage the target. As a reminder: the principal objective isn't to maximise site traffic but to maximise the branding effect using what we've learned about Drive-to-Web engagement.

### ROI-FOCUSED VISION

Recommendations will essentially be based on the best connection between visits/conversion vs. the costs and the GRP for each aspect of the analysis by identifying channels, dayparts, or days where profitability is at its highest.



# A PANORAMA OF TV PERFORMANCE INDICATORS

## AUDIENCE

Harvesting so much data is great, but you have to know how to interpret it. Generally speaking, KPIs can be divided into four main groups. First: audience KPIs.

Audience KPIs are the first layer of analysis geared toward media plan optimisation.

We're primarily interested in incremental visits, i.e., visits generated by TV ads. This raw number of visits is then studied for each channel, daypart, version, and for each day in order to obtain a very precise analysis.

Thanks to partners such as Tune, Adjust, and AppFlyer, TV analytics will also be able to determine the app download incremental reach generated by television ads.

The number of downloads is then itself compared by channel, dayparts, and so forth.

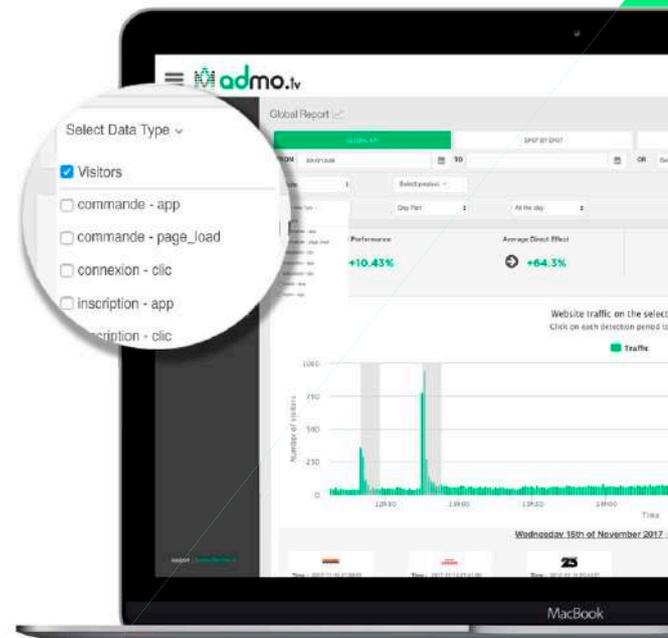
And it's the same idea for call centre tracking with partners such as Magnetis, Allomedia, and Freespee, to calculate the incremental number of calls generated by TV ads.

Data interpretation doesn't stop there. Admo.tv tracks all sources of traffic, identifying the origin of each visitor. This way, the data provided allows for a very precise view of the different levels of acquisition.

By comparing these sources of traffic between normal periods and TV periods, a good TV analytics platform can quantify TV's digital impact. It could, for example, show how television may have influenced the performance of a particular AdWords campaign.

### AUDIENCE

- ✓ Incremental visits
- ✓ App downloads
- ✓ Calls logged
- ✓ Digital channels



# A PANORAMA OF TV PERFORMANCE INDICATORS

## BUSINESS

Once the audience KPIs have been defined, we can take a look at the business KPIs. These KPIs can be tracked thanks to audience qualification with on-site view.

The first KPI to track is direct conversions. It's clear that we're able to track conversions in the ad's impact time thanks to the qualification of our TV visitors who reacted to the ad.

For example, a pure play advertiser in the insurance sector saw their direct conversion KPI (in this instance, price quotes) increase between two campaigns: +32% conversions per ad and +33% per GRP.

This conversion analysis can provide a preliminary idea of the optimisations an advertiser can implement. We can then round it out with indirect conversions.

Thanks to the qualification of TV-exposed visitors, we can measure their indirect conversions as they come and convert later on (an hour later, 20 days later, and so on). This will give us an exhaustive picture (direct and indirect) of the advertiser's media plan performance.

This analysis is then weighted by channel, ad types, dayparts, etc. In the same way, KPIs can be personalised for each advertiser, in order to correspond to the media objectives defined beforehand (first shopping cart, sign up, quote, etc.).

The evaluation of a business that TV analytics provides mustn't limit itself to simply studying visits and conversions. Costs, GRP, and TV ROI must also be taken into account. To accomplish this, it's possible to integrate the list of ads detected and automate cost and GRP matching by combining these values. In this way, KPIs such as the cost per visit, cost per conversion, or different costs per GRP can be studied.

## BUSINESS

- ✓ Direct conversions
- ✓ Indirect conversions
- ✓ Acquisition costs
- ✓ TV R.O.I.



# A PANORAMA OF TV PERFORMANCE INDICATORS

## BEHAVIOUR

The third major group of KPIs is behavioural KPIs. This grouping of KPIs zooms in on TV-exposed visitors: the users who have come to the advertiser's online environment by way of TV.

By identifying the TV-exposed visitors, the advertiser can have an on-site view of this audience (i.e. understand what they do within the digital environment, thanks to bounce rates, time spent on each page, etc.).

And by studying the behaviour of their TV visitors, they'll be able to optimise their site by adapting it to the users' consumption. If, for example, the majority of TV-exposed visitors connect through their phones, it's imperative to optimise the site's use on these devices: loading time, responsiveness, section organisation, etc.

The advertiser can thus offer their audience (who is naturally very engaged) an adapted process and maximise the chance of conversions.

Thanks to the geolocation data that is collected, the advertiser can also find out the rate of reactivity from engaged TV viewers in each area or city, with a precision of less than 50 kilometres

This is a key bit of information that can help inform offline advertising decisions.

To further enrich this group of KPIs, the advertiser can also combine this data with 1st- and 3rd-party TV analytics data.

Using this method, the advertiser will be able to obtain an even more developed analysis of their TV audience that engages digitally, and to learn, for example, their age or gender.

This data enrichment gives the advertiser the ability to plan audience extension scenarios. By identifying other populations who share the same criteria as their TV-exposed audience, the advertiser can then offer their content to this «look-alike» audience, who will be naturally more inclined to convert.

### BEHAVIOUR

- ✓ Site-centric indicators
- ✓ Devices used
- ✓ Geolocation
- ✓ User-centric profiling



# A PANORAMA OF TV PERFORMANCE INDICATORS

## BRAND AWARENESS

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The last grouping of KPIs to consider is the group of brand awareness KPIs.

These brand awareness KPIs let the advertisers optimise the overall power of their television advertisements.

Also referred to as persistence, the TV's indirect impact corresponds to the long-term engagement of TV viewers. There's no magic formula or automatic calculation for figuring it out. This effect depends on numerous exogenous variables, like the seasonableness, the news, the weather, holidays, etc. At Admo.tv, our R&D team calculates it on demand.

As for the saturation effect, it makes it possible to disengage the impact of repeated advertising from the possible satiation that may result.

This shouldn't be confused with the media mix effect, which takes into account the effect of television on other mechanisms and the performance of TV combined with other media (radio, billboards, press, etc.).

Finally, social resonance lets us analyse the strength of the brand on Twitter in particular. This is because today, more than half of Twitter's users engage with the platform while watching television.

Analysing the resonance of a TV ad in real time on the microblogging tool lets the advertiser obtain extra data on viewer engagement.

### BRAND AWARENESS

- ✓ Indirect/persistence effect
- ✓ Repetition analysis
- ✓ Media mix effect
- ✓ Social resonance

# A PANORAMA OF TV PERFORMANCE INDICATORS SUMMARY

AUDIENCE	Incremental visits	Number of visitors generated by TV ads
	Application downloads	Number of application downloads generated by TV ads
	Calls logged	Number of calls generated by TV ads
	Digital channels	What are the sources of traffic to the advertiser's site?
BUSINESS	Direct and indirect conversions	User-centric analysis of site and application conversions
	Customizable KPIs	Tracking custom conversion KPIs adapted to the advertiser
	Automatic costs and GRP entry	Automatic integration of ad costs and GRP
	TV ROI calculation	Real-time tracking of acquisition and conversion costs
BEHAVIOR	User-centric profiling	What target (age, gender, etc.) do the TV ads engage online?
	Geolocation	Reactivity rate per region
	Devices used	What devices and browsers are preferred by engaged viewers?
	Site and app-centric indicators	How do engaged viewers use the advertiser's site or application?
NOTORIETY	Indirect/persistence effect	Indirect advertisement effect and brand awareness impact calculated by PhDs in R&D
	Saturation effect	Effect of saturation and repetition over time
	Media mix effect	Effect television has on other mechanisms and the performance of television if it's combined with other media
	Social resonance	Comparison of broadcasts with competitors and Twitter analysis

# HOW TO INTEGRATE THE RECOMMENDATIONS



4

# SEVERAL LAYERS OF ADJUSTMENT

## VALIDATE THEN OPTIMISE CAMPAIGNS

Once the data has been analysed and the recommendations made, how should they be implemented?

First of all, the advertiser can try out some optimisations outside of the media planning. The first decision to make before going into too much detail is simply for the advertiser to clarify the objectives of their television campaign. They can also look into different TV communication approaches.

For example, sometimes it's better to run a sponsorship campaign than a classic campaign. Based on a shorter format, directly supported by a program, and frequently cheaper to produce, a sponsorship programme is well-suited to a small advertiser who is just stepping into the world of television.

If the value of the TV campaign has been confirmed, it's then imperative to look at the choice of ad types, the seasonableness, and the advertiser's overall media mix.

By analysing these high-level factors, the advertiser can be assured that the analyses derived from the Drive-to-Web assessment will be relevant and optimal.

Secondly, the optimisations are made within the media planning, whether purchasing ad by ad, or by guaranteed GRP purchase. If the advertiser is purchasing ad by ad, they then have more latitude to modify the media planning by going into the details of the broadcasts while respecting channel and network agreements.

If the purchase mode is guaranteed GRP, the optimisations will be made to other aspects. The advertiser can, for example, choose to focus more or less of their efforts on a particular daypart, channel, or maybe certain days, based on identical budgets or GRP.



# AN ANALYSIS FUNNEL FROM BROAD TO NARROW

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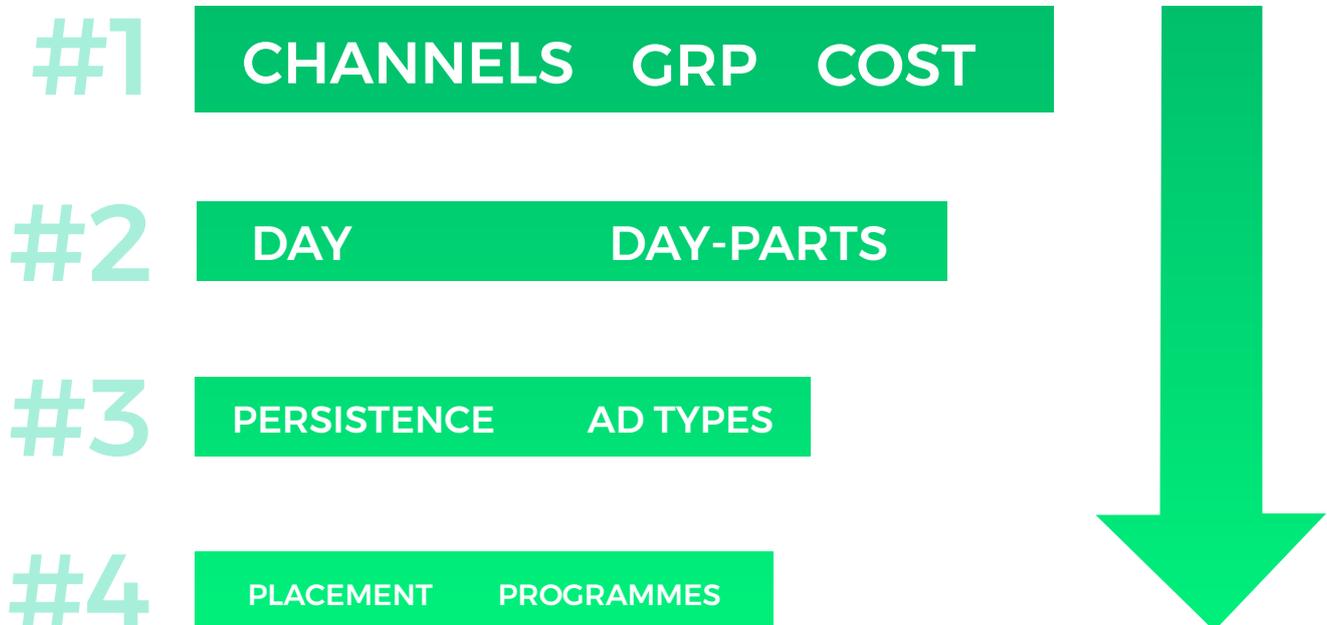
Two main principles must be applied when optimisations are made within the media planning:

## **Go from broad to narrow:**

Making changes to certain mechanisms in a progressive way allows you to maintain reference points. So that the optimisation is as efficient as possible, it's important to start by analysing and modifying the media plan based on high-level decisions, dealing with channels, GRP, and the budget, as examples.

## **Compare KPIs with a common denominator:**

Changes in groups of channels or modifying the distribution by dayparts should be done with a common denominator, for example, an equivalent GRP or an identical budget. Indeed, comparing the power of 100 ads on a traditional channel vs a cable channel wouldn't be very useful.



# BRANDING CAMPAIGN

## CLIENT CASE STUDY N°1: OBJECTIVE AND OPTIMISATIONS

**OBJECTIVE** : boost the number of visits and consolidate the awareness of the brand

**TIMING** : January to April 2017 (two campaigns)

### FIRST ADMO.TV OPTIMISATIONS:

Focusing on one group of channels over another in order to better break down the GRP spread and thus reach the advertiser's preferred target.

Reduction in airings during Night Time to focus more on airings during Pre-Peak and Peak. Reduction of airings on Thursday (performance was well below other days).

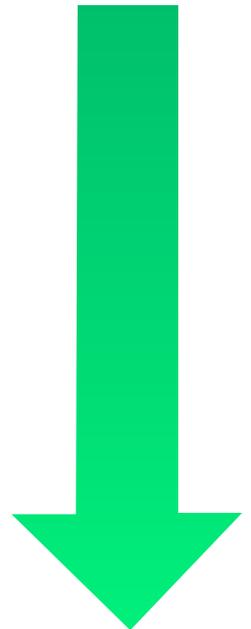
Highlighting a particular ad type with superior performance in terms of awareness impact.

#1 CHANNELS GRP COST

#2 DAYS DAY-PARTS

#3 PERSISTENCE AD TYPES

#4 PLACEMENT PROGRAMMES



# BRANDING CAMPAIGN

## CLIENT CASE STUDY N°1: RESULTS

### RESULTS

These changes to the channels, dayparts, and days led to GRP (+20%) increases with an identical budget.

At the same time, the cost per visit (which the brand followed attentively) plummeted (-34%), resulting in better control of their investment and an increase in visits.

For visits, other than a 65% increase in the volume of visits from TV, we observed an increase of 59% in the number of visits per ad and the number of visits per GRP increased by 37%.

Using their savings, the brand was able to finance another wave of 10 days in May 2017.

**+65%**  
TV VISITS

**+37%**  
VISITS/GRP



On the brand's # per ad spots, averaged over the two campaigns



The advertiser was able to measure their TV impact per region and make use of certain local actions (posters & radio) according to the analysis results



# ROI-FOCUSED CAMPAIGN

## CLIENT CASE STUDY N°2: OBJECTIVE AND OPTIMISATIONS

**OBJECTIVE** : ensure awareness of the brand then lower the CPV and increase conversions

**TIMING**: 16 months of analysis (March 2016 – June 2017)

### FIRST ADMO.TV OPTIMISATIONS:

Abandoning a traditional channel in favour of a group of DTT channels with equivalent GRP

Heavy focus on Day and Pre-Peak

Airing in «blocks» Monday through Friday

#1

CHANNELS GRP COST

#2

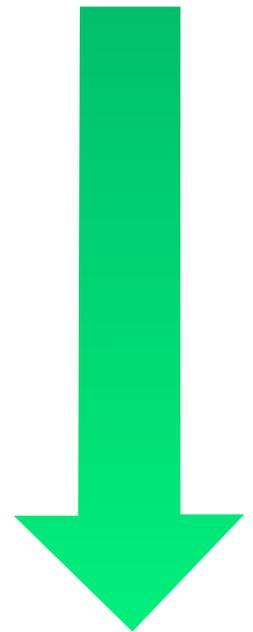
DAYS DAY-PARTS

#3

PERSISTENCE AD TYPES

#4

PLACEMENT PROGRAMMES



# ROI-FOCUSED CAMPAIGN

## CLIENT CASE STUDY N°2: RESULTS

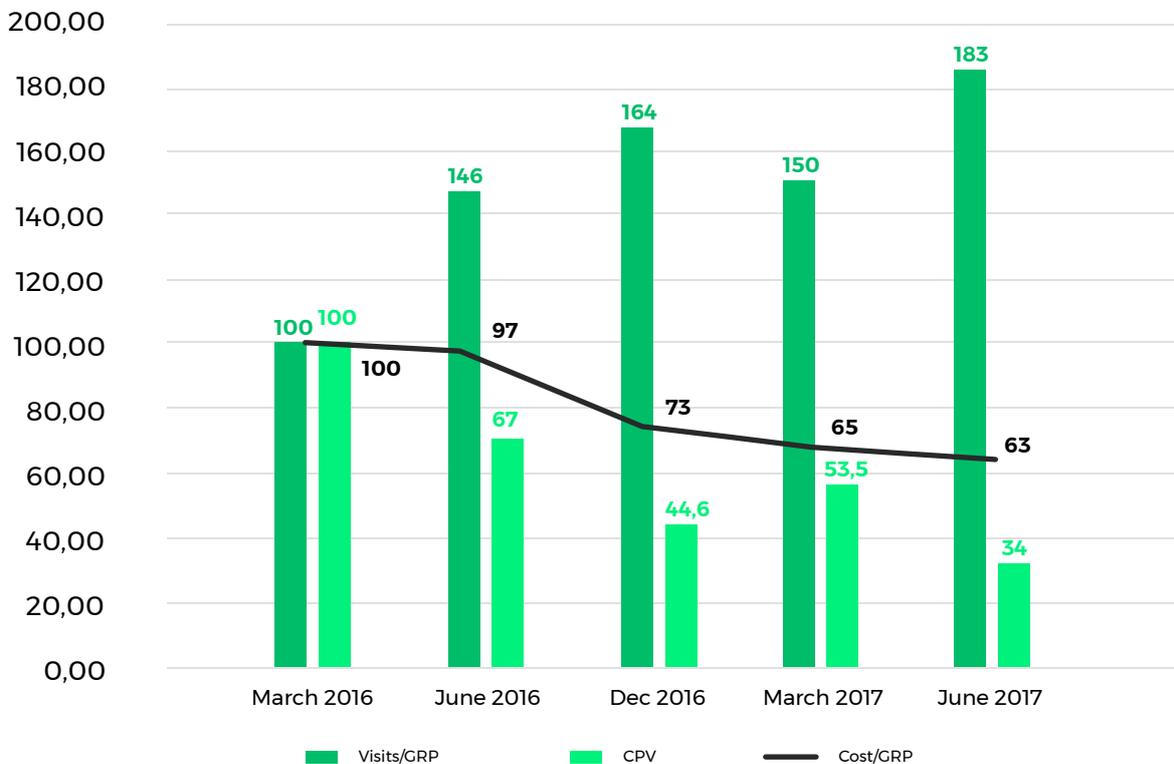
### RÉSULTS

Overall, the optimisations suggested by Admo.tv allowed them to drive their CPV down 65% since March 2016, all while guaranteeing an 83% increase in visits per GRP.

Using their savings, the brand was able to finance a new campaign in September 2017 that wasn't part of the initial media strategy.



ANALYTICS TV : KPIS 2016 - 2017



INDEX BASE 100  
MARCH 2016

# ADMO.TV

## WHO ARE WE?

Admo.tv is the fastest-growing TV analytics platform in Europe. We support more than 300 brands daily, spanning 15 countries, in analysing and amplifying the effects of their TV investments on their online business.

Our proprietary technologies and ad recognition patents, combined with our algorithms which enable dynamic measurement of visits and conversions on a website, allow us to provide the most exacting analysis available in the media investment market.

**+300**

CLIENTS IN EUROPE,  
ADVERTISERS &  
AGENCIES

**1500**

CAMPAIGNS  
ANALYSED

**15**

COUNTRIES  
ANALYSED

**2**

OFFICES IN PARIS  
AND LONDON

**30**

EMPLOYEES  
IN EUROPE

**2**

TECHNOLOGICAL  
PATENTS  
REGISTERED  
IN EUROPE

**ACCOR HOTELS**  
Feel Welcome

**match**

**SHISEIDO**

**HSBC**



**BNP PARIBAS**

**showroomprive.com**



**PUBLICIS  
MEDIA**

**havas**

**dentsu  
LEGIS  
network**

