



admo.tv

THE TV & RADIO  
ANALYTICS PLATFORM

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V/AdWords synchronisation:  
the keys to boost your digital  
acquisition thanks to TV



# INTRODUCTION

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When an advertisement is broadcast on television, it systematically leads to Google searches, which can generate organic (SEO) and paid (SEA) traffic for a website. This phenomenon, known as “drive-to-web” (DTW) demonstrates a television ad’s ability to engage its audience digitally, by leading them to search for more information on Google, for example.

DTW is not a new phenomenon: television has always provoked mass reactions, particularly on the internet since its access has become widespread. But what is relatively recent is DTW’s instantaneous nature: television is one of the only media to lead to strong fluctuations in a brand’s online environment within a very short period of time.

These veritable traffic spikes, which we are able to systematically observe, can be mastered and optimised to get the most out of your television investments. Indeed, the movement of one part of your TV audience towards digital media offers you a new opportunity: boosting your digital acquisition by capitalising on an engaged target, i.e. your “TV-exposed visitors”.

How? By optimising your visibility on Google when your target is looking for you, thanks to TV/AdWords synchronisation.

## **Why is TV/AdWords synchronisation important?**

TV-exposed viewers are costly, and they are more qualified than an average internet user: this is a target audience whom you sought out through television and who has directly reacted to your message by going to your website.

It is therefore a good strategy to capitalise on the DTW impact of your ads—as well as your competitor’s.

The basic objective of any TV/AdWords synchronisation campaign is to boost television acquisition online of profiles that react at key moments for you.

On Google, an average internet user who clicks on an AdWords ad does so after having searched for a brand (“Meetic”) or an offer (“dating site”): they’ve expressed a need/interest and therefore potentially intend to purchase. In any event, it is the user who is approaching the advertiser.

A TV-exposed visitor doesn’t follow this same process: without the TV ad, they would not have executed their search at this exact time. Rather, it is your brand who has approached the viewer. They have a less immediate need and are not as far along in the purchase funnel, though they do represent a significant potential given that they have directly reacted to your TV ad.

TV/AdWords synchronisation allows you to boost your visibility (AdWords impressions) with these key exposed TV viewers and channel them into your web pipeline.

## **What are the objectives of such a system?**

The first objective is to obtain a better position during synchronisation moments, and therefore a higher probability of redirecting TV-engaged viewers to your site, ultimately resulting in a better CTR.

Secondly, TV/AdWords synchronisation allows you to ensure that your advertisement is displayed during identified key moments, which will improve your impression rate.

Finally, in competitive contexts, this system helps you defend your brand, and even divert the television acquisition of your competitors, to your benefit.

Performance, visibility, defence, or attack: the implementation and tracking of your TV/AdWords synchronisation campaign requires you to, first of all, define well your objectives. But before talking about strategy, focus on the fundamental prerequisite concerning the implementation of such a system: the detection, in real time, of your TV ads.

## PREAMBLE: TV TRACKING

The primary prerequisite for launching an effective and relevant synchronisation operation is knowing exactly when your TV ads air.

You might imagine you could base your efforts on a provisional schedule, but these are rarely respected due to the broadcaster's multifarious technical constraints.

Additionally, it does not provide a sufficient level of accuracy: the broadcast time is never indicated down to the exact second.

TV/AdWords synchronisation hinges, crucially, on real-time detection of your ads. It is no use promoting your AdWords ad 15 minutes after your TV ad has aired: it will be too late to take advantage of the ad's DTW effect.

***So how do we do it?***

Spotting broadcast TV ads in real time is not something out of science-fiction. Such technology does indeed exist, and is based on «fingerprinting», a process that creates a binary representation of an image or sound, and thus identifies the video or audio ad as part of a broadcast schedule.

The technical ability to detect your ads in real time is the key to activating your AdWords campaigns at just the right moment.

At Admo.tv, we have developed our own TV advertisement detection technology. This technology, patented in Europe, allows us to offer a TV/AdWords synchronisation service, and to share our expertise on the subject with you.



# WHICH STRATEGY SHOULD YOU ADOPT FOR YOUR TV/ADWORDS SYNCHRONISATION CAMPAIGN?

Once the question of how to detect TV ads has been resolved, it is important to concentrate on a strategy and establish corresponding objectives.

TV/AdWords synchronisation is based on a simple mechanism: we duplicate your AdWords campaign to create a campaign dedicated to synchronisation, with elevated bids.

It is this campaign, with “overpowered” bids, that will be activated when your TV ads air and that will allow you to bring many more TV-exposed visitors to your website. The two key questions are therefore:

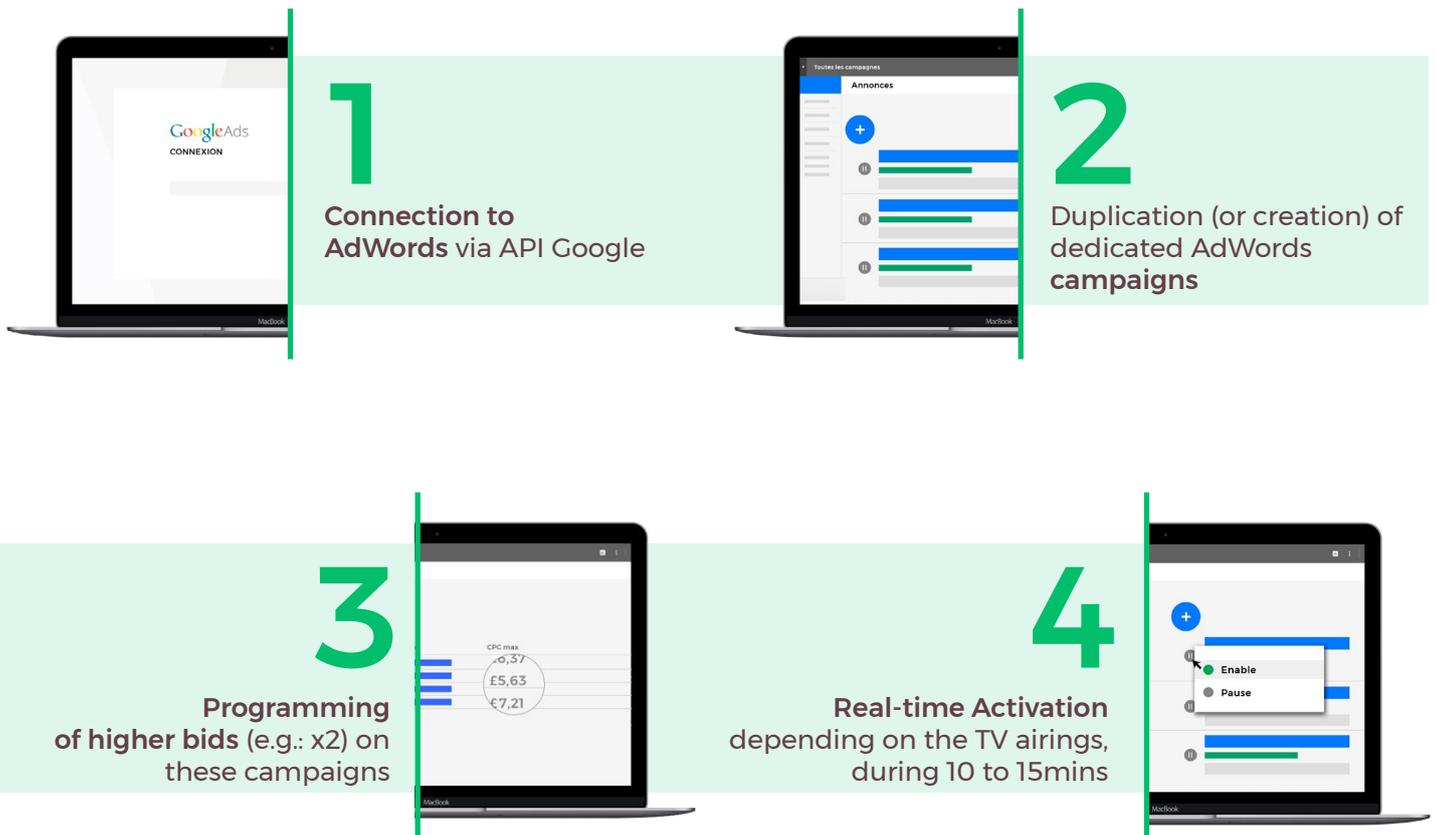
- 1- Which campaign should be synchronised ?
- 2- When should this campaign be activated or not?

The response quite simply depends on your objectives.

Each type of synchronisation has specific objectives and KPIs to follow that must be analysed by comparing the synchronised campaign with the “main” campaign (the classic campaign that you normally run).

There are several strategies depending on the category of keywords (terms used while performing a Google search) and the context of the airing. To make the task easier for you, we have identified six of them.

## TV/AdWords campaign set-up



In order to ease the understanding of the following strategies, we took the example of two fake insurance companies : BestInsu.co.uk and Insurance&Co.

## STRATEGY 1 : BOOST A GENERIC KEYWORD DURING YOUR CAMPAIGN



The objective of this strategy is primordially defensive: it serves to keep your TV-engaged viewers from visiting one of your competitors who might be better positioned. This strategy also allows you to easily amplify the impact of your TV ads. Two KPIs will help you validate your decisions:

The first is CTR, which will show you the quality of the audience heading to your site. These TV-engaged viewers are certainly interested in your brand, and their engagement potential is at a maximum. The CTR also allows you to gauge the pertinence of synchronisation moments.

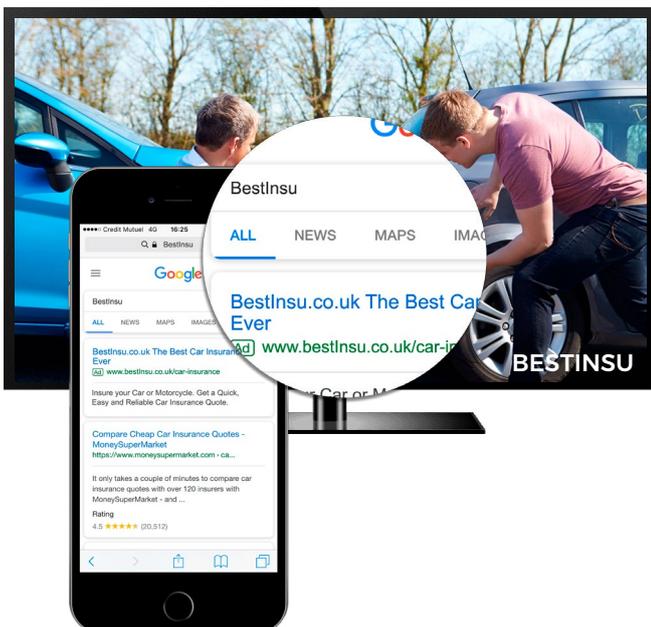
The second KPI is the impression rate, which gives a good indication of the visibility of your brand during the synchronisation.

### Admo.tv point of view

TV-exposed visitors comprise an audience with high potential; however, the short-/medium-term Customer Acquisition Cost (CAC) is generally less attractive, especially in a “last-click” attribution context.

Unlike your “main” campaigns, where the user looks for a product and approaches your brand, here it is your brand who is approaching the TV-engaged viewers. While these viewers are not as far along in the sales funnel, they have demonstrated a clear interest in your brand (visible using the CTR). The interest here is having drawn the TV-exposed visitor into your funnel.

## STRATEGY 2 : BOOST YOUR BRAND DURING YOUR CAMPAIGN



The strategy in this example can be likened to what we would call “aggressive defence” of your TV-engaged viewers. It is about anticipating an attack from your brand’s competitors, especially during your TV ad airings.

The two KPIs to follow are the impression rate and the CTR.

### Le point de vue d'Admo.tv

For this strategy, the cost-per-click (CPC) can noticeably increase for a campaign where the short-term profitability is important. The position and the CTR are naturally very good for the brand’s “main” campaigns. It is therefore a strategy that is adopted most of all in ultra-competitive environments. It must furthermore be assured that the additional pressure is relevant and actually improves these indicators.

## STRATEGY 3 : BOOST A GENERIC KEYWORD DURING YOUR COMPETITOR'S CAMPAIGN



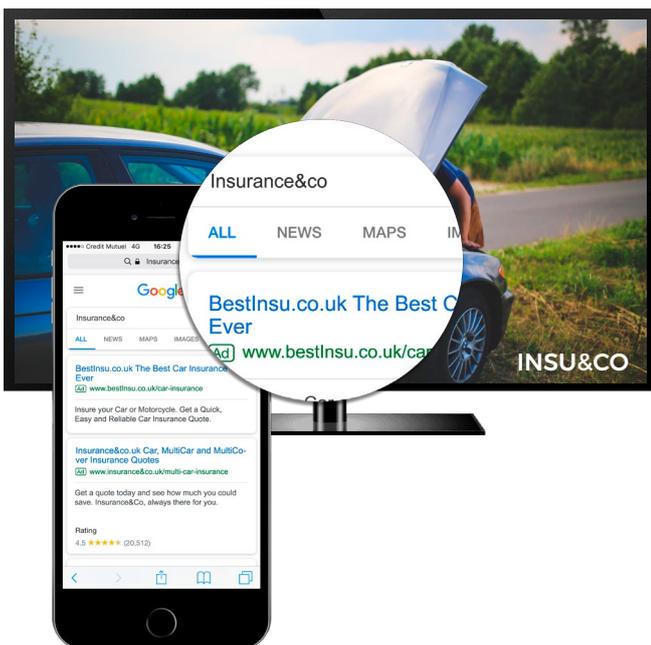
The objective of this strategy is clearly offensive. The goal is to hijack your competitor's TV-engaged viewers. When an TV-engaged viewer goes searching for the generic name of your competitor's product (or yours), you must be the first result to appear. Here, we are primarily interested in the CTR.

It will once again provide an indicator of the quality of the audience and of the pertinence of synchronisation decisions. Next, the impression rate will ensure that your brand has indeed benefited from improved visibility during these key moments.

### Admo.tv point of view

Once again, in a "last-click" attribution context, the short-/medium-term CAC tends to be less interesting. The audience, however, remains high-potential. As in the context of your own ads, you are in a situation where you are approaching the TV-engaged viewers. The audience is therefore at the start of the acquisition funnel, but is very interested in your product.

## STRATEGY 4 : BOOST YOUR COMPETITOR'S BRAND DURING THEIR CAMPAIGN



This strategy goes just a bit further than the last one. Whereas before you boosted the campaign for a generic keyword or product, here you are going to boost a campaign for a keyword directly linked to your competitor. This is a very aggressive strategy that targets, above all, your competitor's TV-engaged viewers, who have a stronger affinity for their brand.

Once again, it is necessary to concentrate on the CTR and the impression rate, which will determine the quality of the audience and the visibility of your brand during synchronisation moments.

### Le point de vue d'Admo.tv

This strategy, while similar to the previous one, must be carefully considered. It is a very aggressive positioning with a clear objective: that of intercepting your competitor's audience and diverting them toward your online environment.



The following strategies suggest boosting your AdWords campaigns for your brand during a competing campaign, or for your competitor's brand during your campaign. These strategies are considered less "intuitive", and above all target TV-exposed visitors who are more advanced in the decision funnel. The conversion volumes will generally be small, and the costs can be elevated.

## STRATEGY 5 : BOOST YOUR BRAND DURING YOUR COMPETITOR'S CAMPAIGN



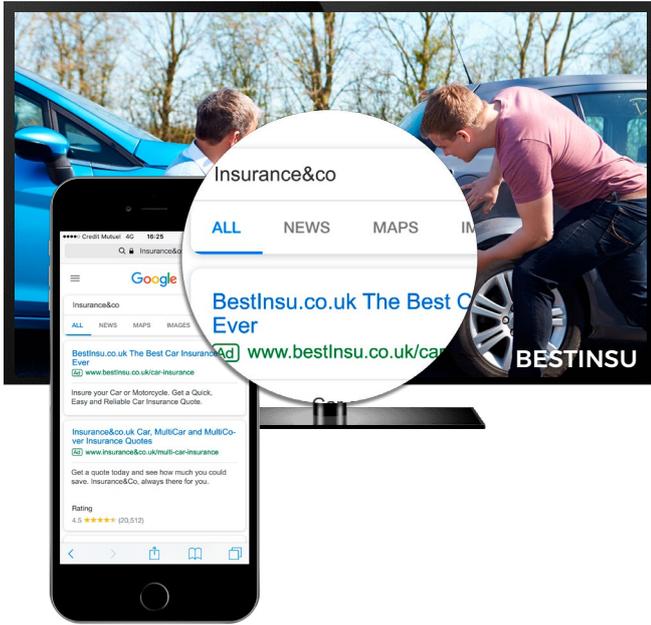
This is a defensive strategy when your competitor is advertising. Its objective? To keep your exposed TV viewers in your pipeline. It can be very useful in moments where you are advertising at the same time as your competitor. It generally makes it possible to improve performance in terms of conversions.

Once again, it serves to capture users who are very aware of brands. The CAC will therefore be particularly interesting to observe: the simple evocation of your product, even in a competing ad, will trigger the act of buying.

### Admo.tv point of view

The audience that you will reach with this strategy corresponds to TV-engaged viewers coming back to your brand after an ad for a competing product. They already know your brand and have a strong interest in it. They are therefore more likely to convert than standard exposed TV viewers. The synchronisation is very interesting, but volumes can be small.

# STRATEGY 6 : BOOST YOUR COMPETITOR'S BRAND DURING YOUR CAMPAIGN



For this strategy, you will boost bids for a keyword connected to your competitor during the airing of your own TV ads. The objective? To recover TV-engaged viewers who typed in the name of your competitor's brand after your TV ad was broadcast.

This strategy is therefore very aggressive.

Two KPIs should be followed to validate this strategy. The first is CAC. Your TV-engaged viewers are already aware of brand, and so they are further along in the purchase process. If the CAC is smaller, it means that your competitors have taken the lead. For the impression rate, it is again an indicator of your brand's visibility.

## Admo.tv point of view

Here the relevant exposed TV viewers are more mature and are naturally attached to the competing brand: they spontaneously searched for that brand. The prospect is therefore more advanced in the decision funnel, but may be very costly to deter from the competing brand.

## THE RECAP !

GENERIC	SPOT	COMMENT
Generic	Your spot	Perfect to draw a TV-exposed visitor into your sales funnel.
Your brand	Your spot	Better to use in ultra-competitive environments.
Generic	Competitor's spot	Allows you to hijack your competitor's TV-engaged viewers into your sales funnel.
Competitor's	Competitor's spot	Aggressive positioning by intercepting your competitor's audience and diverting them toward your online environment.
Your brand	Competitor's spot	Perfect to collect TV-engaged viewers who are about to convert. This strategy works well when you and your competitor are advertising at the same time.
Competitor's	Your spot	Very aggressive, you want to hijack your competitor's customers just before they convert.

# HOW CAN YOU OPTIMISE THE WELCOME OF YOUR TV-ENGAGED VIEWERS?

Once the AdWords campaigns have been launched and optimised, it is important to prepare a welcome for the TV-engaged viewers on your website. Several on-site customisation measures can be implemented. Indeed, the Landing Page that the TV-exposed visitors come to must be coherent with the message of the TV ad and the process they have just gone through. This on-site customisation is normally performed along 4 lines of optimisation.

First of all, keeping the coherence of the TV ad's message, whether that is in terms of the wording, the visuals, or the promotional offers. This lets you optimise the user experience. Then it is important to know how to connect the request to the offer.

If the TV-exposed visitor arrives on your website because they saw a particular offer in your TV ad, they should be able to find it in the blink of an eye. This might seem obvious, but there's often a loss of audience at this exact moment in the process. Even more so because TV-exposed visitors generally have less time to give you: the average session time for TV visitors is 40% shorter than a classic internet user.

Another recommendation: offer the right incentive in order to create proximity between your brand and the TV-exposed visitor. Whether this is done through a pop-up or through a classic banner, the TV-exposed visitor should feel privileged: and this will be reflected in the conversion rate.

Finally, you must remember that many TV-exposed visitors might not convert immediately: they are not as far along in the decision funnel and are busy watching their television programme. To overcome this, retention scenarios must be implemented. There are several methods for re-contacting a future client later on: personalised emails, saved baskets, retention pop-ins, etc. The potential engagement rate for TV-exposed is extremely high, and it is imperative to capitalise on it.

As you have certainly come to understand, TV/AdWords synchronisation is the beginning of the TV-exposed visitor's journey. To prolong the journey and control it as best as you can, there are solutions which are situated further along in the process, such as retargeting. The objective: lead TV-engaged viewers right up to conversion.

## IN CONCLUSION

TV/AdWords synchronisation opens up a new field of opportunities for television advertisers. This system makes it possible to further capitalise on their TV investments, and therefore boost their TV ROI, all while guaranteeing maximum exposure during key moments.

Thanks to the various strategies that can be implemented, advertisers can systematically benefit from favourable TV contexts in order to consolidate their audience or to capture their competitor's, and thus maximise their reach, their visits, and ultimately their conversions.

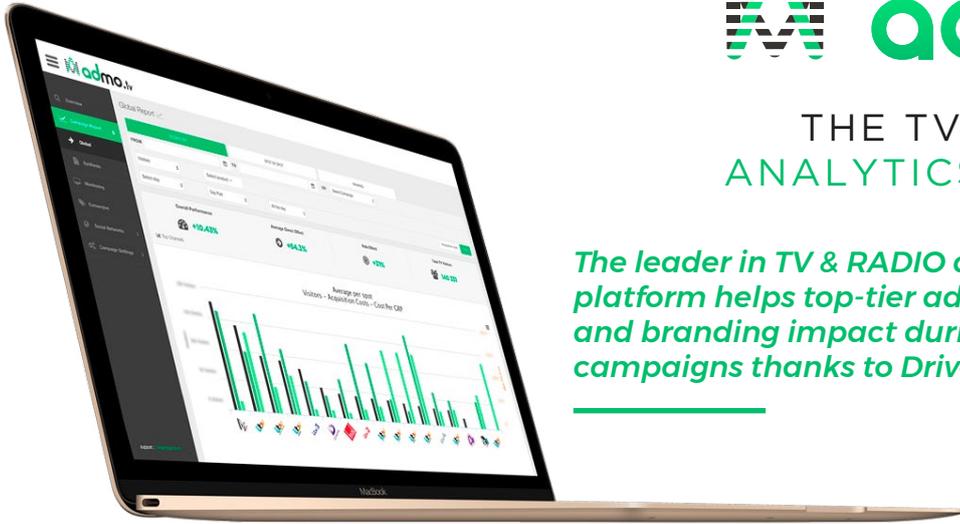
In order to help advertisers optimise the TV-exposed visitor's journey from A to Z, Admo.tv has launched two digital activation solutions: Adboost and Adextend.

**adboost** is the first TV/AdWords synchronisation solution based on machine learning. This solution, based on observed performance, identifies the best combinations of TV channels to activate boosted advertisements, in order to maximise the advertiser's CTR and conversions.

**adextend** lets advertisers boost the digital conversion of TV-exposed visitors (notably thanks to Adboost). Based on user-centric attribution technology, Adextend makes it possible to separate the visitors who have seen the TV ad in order to personalise their on-site journey, retarget, or even create a similar TV-like audience.



# ABOUT ADMO.TV



## THE TV & RADIO ANALYTICS PLATFORM

*The leader in TV & RADIO analytics, the Admo.tv platform helps top-tier advertisers boost their ROI and branding impact during their offline advertising campaigns thanks to Drive-To-Web measures.*

With Adboost, you automatically take the top AdWords position whenever you or your competitors appear on TV. To guarantee good visibility and an optimal ROI, Adboost is only triggered when the CTR potential is at its maximum.

### They trust us :

