

4 keys insights about the online impact of TV ads in the UK



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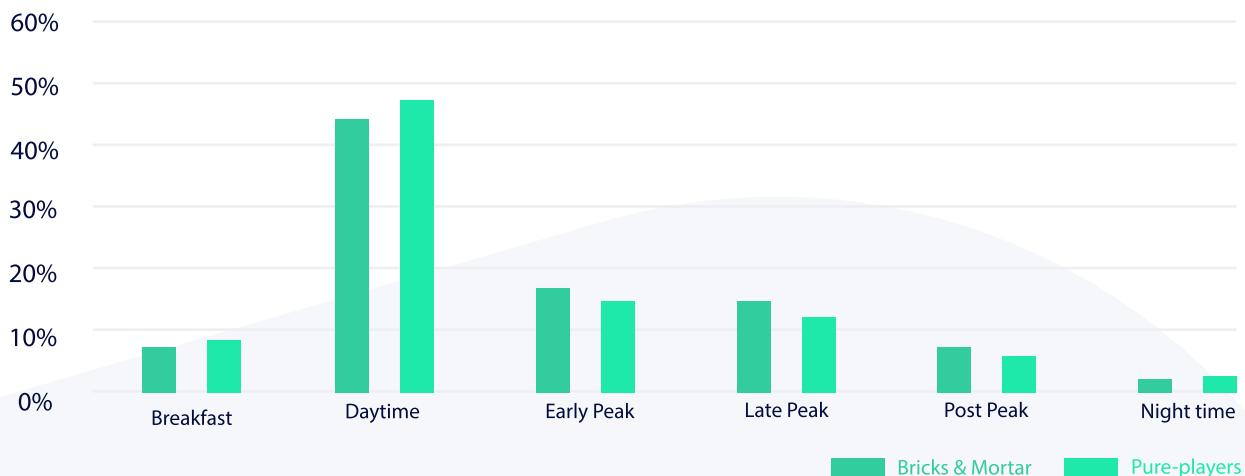
Scope : 150 000 spots tracked between September 2018 and June 2019.

Method : Tracking of Admo.tv's clients' TV spots on UK channels and analysis of the impact recorded on their website when those spots are aired. For each spot, Admo. tv calculates the number of visits online generated on the website of the brand. To do so, the platform uses their own dynamic calculation algorithms. The data on the number of spots is presented in percentages in order to illustrate a precise view of the distribution. The data on the visits by spot are indexed in relation to the number of visits by average spot observed by Admo.tv during this period. The pure-player brands are advertisers who are operating only on the Internet. The bricks & mortar brands are advertisers who have physical points of sale.

Comparison Pure-players vs. Bricks & Mortar

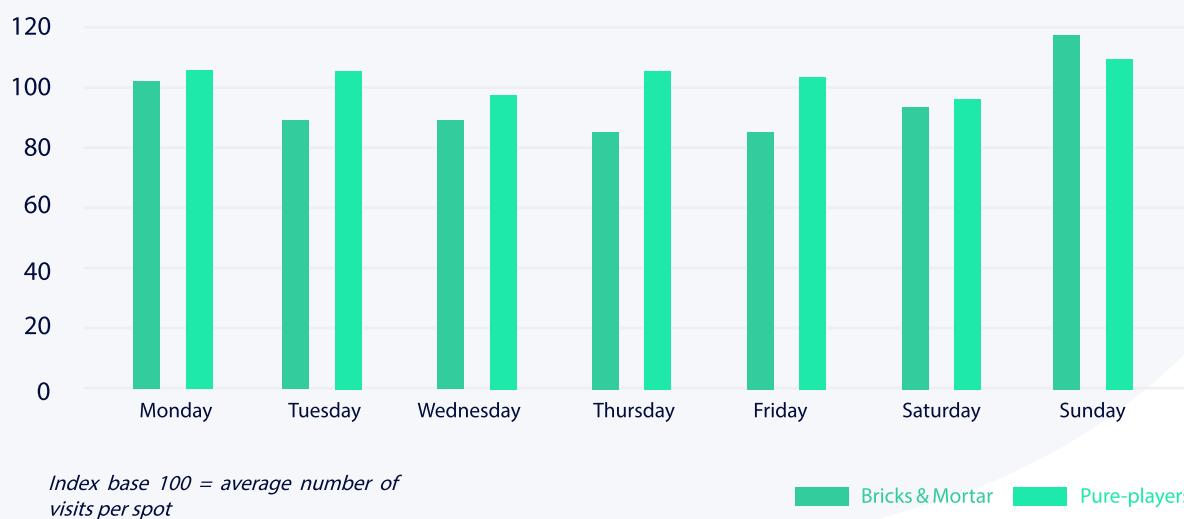
Investment and performance

Comparison of the number of spots



No matter the type of advertisers, the investment is concentrated on Daytime in terms of number of spots. However, we note that this time slot contains the most investments from pure-players (49% of the TV spots aired in a day by these advertisers are during Daytime) compared to the Bricks & mortar (45%). The trend is reversed during the three day-parts around Peak. The reason? Pure-player brands often try to invest in day-parts during which they can target specific audiences. The Daytime slot meets this need, contrary to the day-parts around Peak, which always gathers a larger TV viewing audience.

Comparison of visits per spot



The analysis of visits by spot in relation to the days of the week shows the evolution of British TV viewers' engagement during the week. Sunday demonstrates a higher reactivity, with a number of visits by spot higher by 17% than the average during the week regardless the type of advertiser.

It is clear that pure-player advertisers benefit from a better engagement on their TV spots. The call-to-actions are more enticing (e.g. presence of the URL in the name of the brand).

However, we note that the brick & mortar advertisers' visits are higher than pure-players on Sundays; The reason being is the audience's availability. Sundays' viewing habits has a higher propensity to multitask.

Impact on positioning on Ad Performance

Global & Comparison

Visits per spot in function of ad position



Index base 100 = average number of visits per spot

The impact of the ad position during the ad break is clearly visible here. For all type of advertisers, the visits by spot are higher by 30% when the slot is delivered immediately after the end of the TV program. Benefiting from a larger audience than the slots placed in the middle of the ad break, these preferred slots justify higher prices when looking at visits by spot.

It can also be noted that pure-player advertisers have a number of visits by spot higher than the bricks & mortars'.

Visits per spot in fonction of ad position - Brick & Mortar



Index base 100 = average number of visits per spot

The global trend is highlighted when we look at the brick & mortar advertisers. However, the gaps are more prominent. The slot at the beginning of the ad break over-perform (more than 50% visits per spot compared to the average on all the spots). We can also note a strong downward trend regarding the slots at the end of the funnel, right before the TV program resumes.

Impact on positioning on Ad Performance

Global & Comparison

Visits per spot in function of ad position - Pure-players



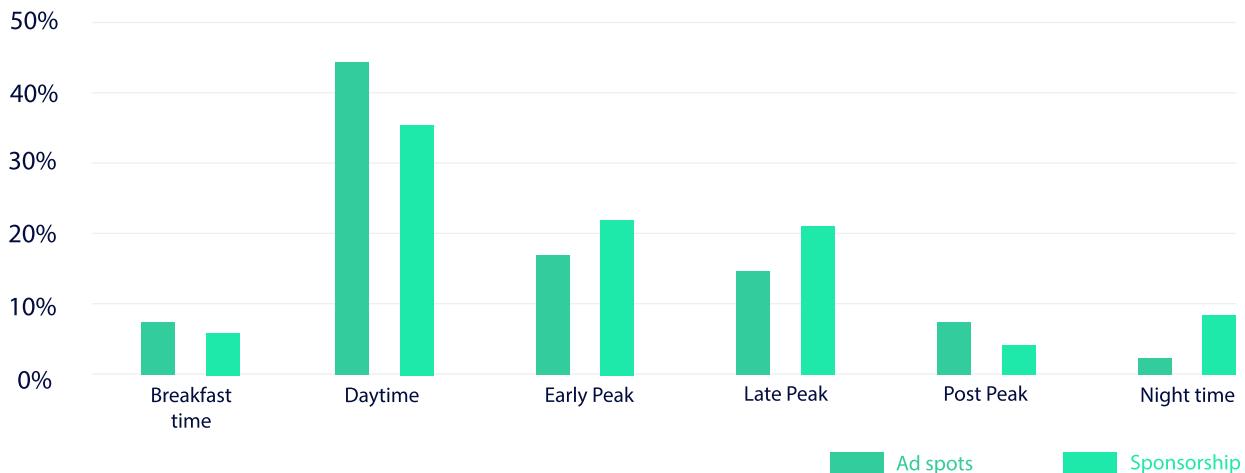
Index base 100 = average number of visits per spot

The evolution of visits per spot follows a totally different pattern for pure-player advertisers. The first three slots and the last three provide fewer visits than mid-break. Note that pure-players are under-represented in these slots. Only 38% on the first three slots and the last three are for pure-players, against more than 45% in the mid-break.

Impact of ad spot vs sponsorship

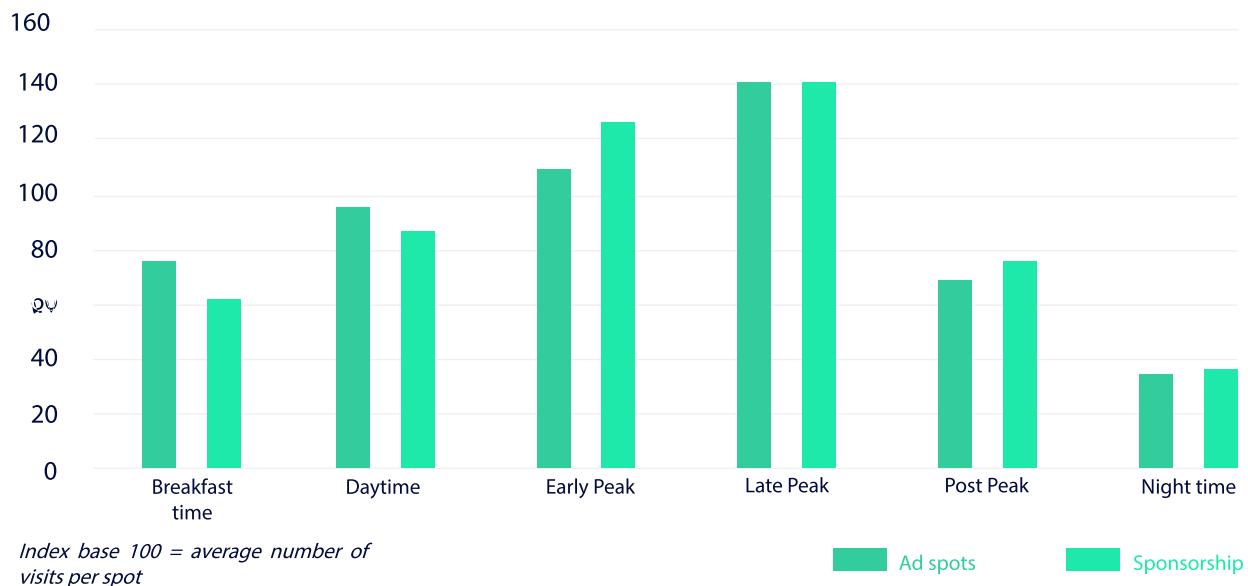
Spots' distribution and performance

Distribution of Ad spots vs Sponsorship



The distribution of spots shows which day-part are preferred for each format. In both cases, Daytime indexes the majority of airing. On the other hand, we can notice that proportionally, Sponsorship formats are prominent in Early Peak and Late Peak than conventional formats. TV channels tend to offer sponsorship spaces around broadcast with a high TV viewing audience, which are concentrated on these slots.

Visits per spot (Ad spots vs. Sponsorship)

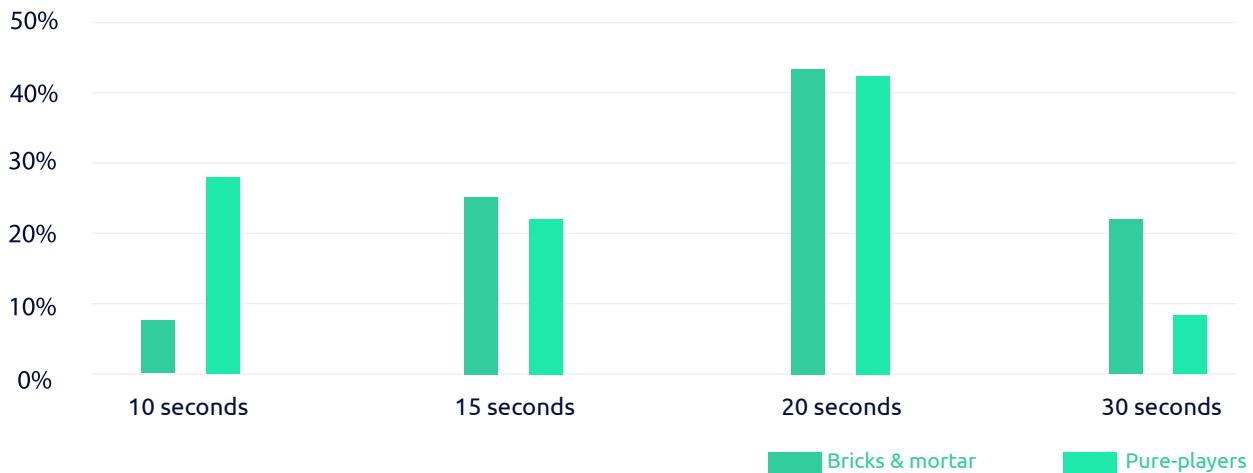


The over-exposure of the Sponsorship format on Early Peak and Late Peak leads higher visits per slot. These two day-parts generate on average more visits, whatever the format. However, it is the Sponsorship format that performs best, with visits per spot 20 to 40% higher than other day-parts. The TV channel's strategy to sponsor TV programs with higher TV viewing audience is therefore paying off for advertisers.

Impact of ad length

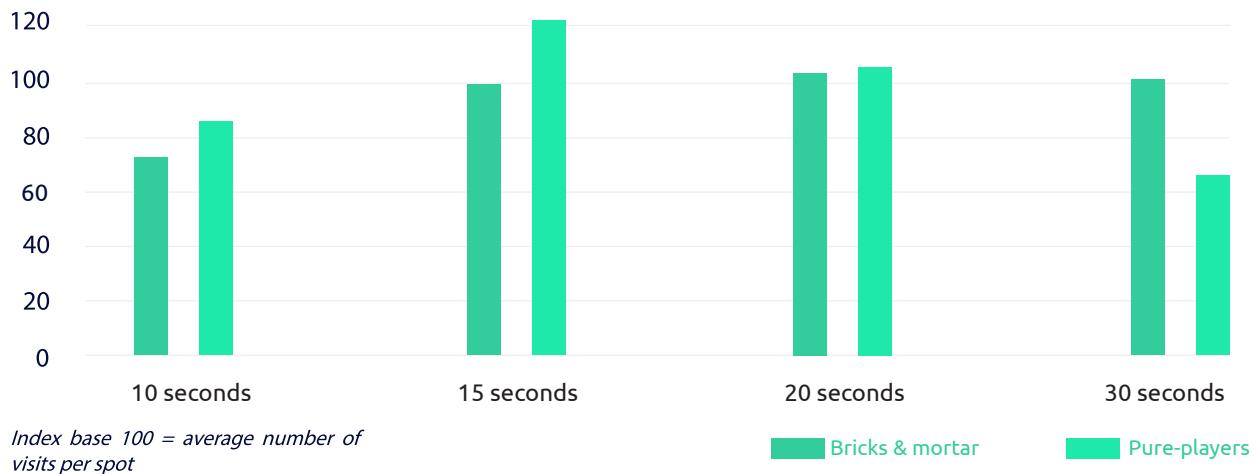
Spots' distribution and performance

Spot repartition in function of duration



We notice from the start that the 20-second formats are popular, whatever the type of advertiser. However, long formats are preferred by bricks & mortar's advertisers (more than 20% of their broadcasts, less than 10% for pure-players).

Visits per spot in function of duration



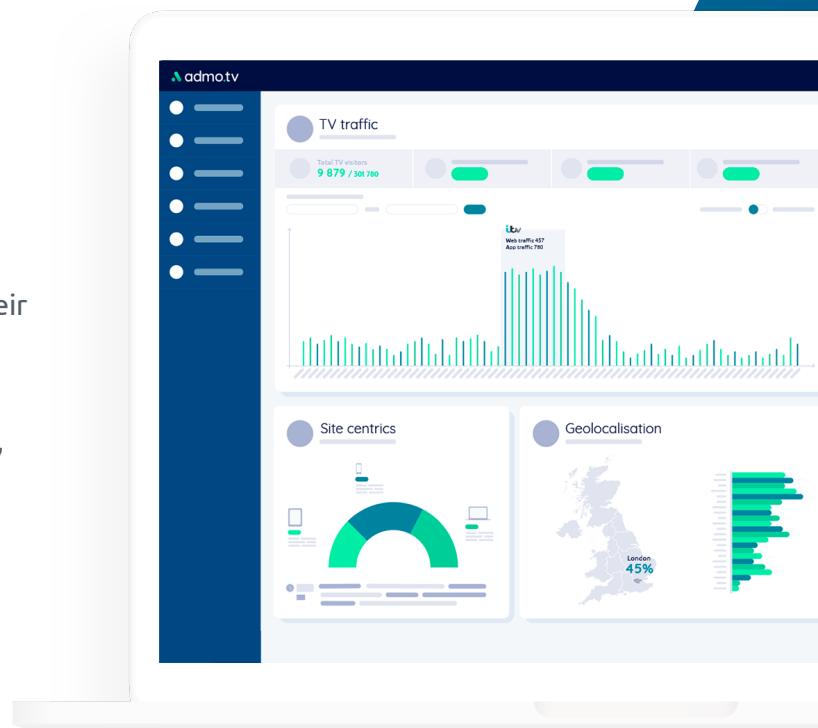
Shorter does not necessarily mean better! While the overall trend is to decrease the average TV spot duration, we notice that the 15 and 20-second slots work best in terms of visits per spot. For pure-players, it's the 15-second format that outperforms the others. The fact that the name of the brand often also includes their URL is a determining factor: memorisation is much easier for viewers. On the contrary, for bricks & mortar's advertisers, the 30-second formats perform well. For these advertisers, a long spot helps compensating for the lack of call-to-action visibility.



Cross media performance

Admo.tv is the TV attribution platform
that allows advertisers and media agencies to
measure and maximise the performance of their
advertising.

Thanks to its patented technologies in Europe,
Admo.tv identifies online TV engaged users
addressing the challenges faced by brands:
business and branding impact measurement,
socio-demographics analysis and remarketing
of the TV engaged users.



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+44 7931 963 464



contact-uk@admo.tv



admo.tv