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Real-time
Attention & Conversion Analytics
for TV Ads

Attention and conversion analytics built on our real-time media measurement platform



Attention Analytics

Ad tune-out and creative wear



Conversion Analytics

Digital-like TV ad attribution



Media Measurement

Real-time creatives, spend, airings, and impressions

Sample clients



T-Mobile



GM General Motors

Microsoft

Walmart

amazon



- We measure the percentage of viewers who tune away while your ad is playing on TV.
- Robust reporting generates actionable **Tune-out Rate** insights for each:
 - TV Ads (benchmarked against industry)
 - Creative wear, as measured by tune-out rate over time
 - Network
 - Program
 - Day Part
- Tune-out Rates are highly correlated with Conversion Rates

Actions That Impact Tune-out Rates

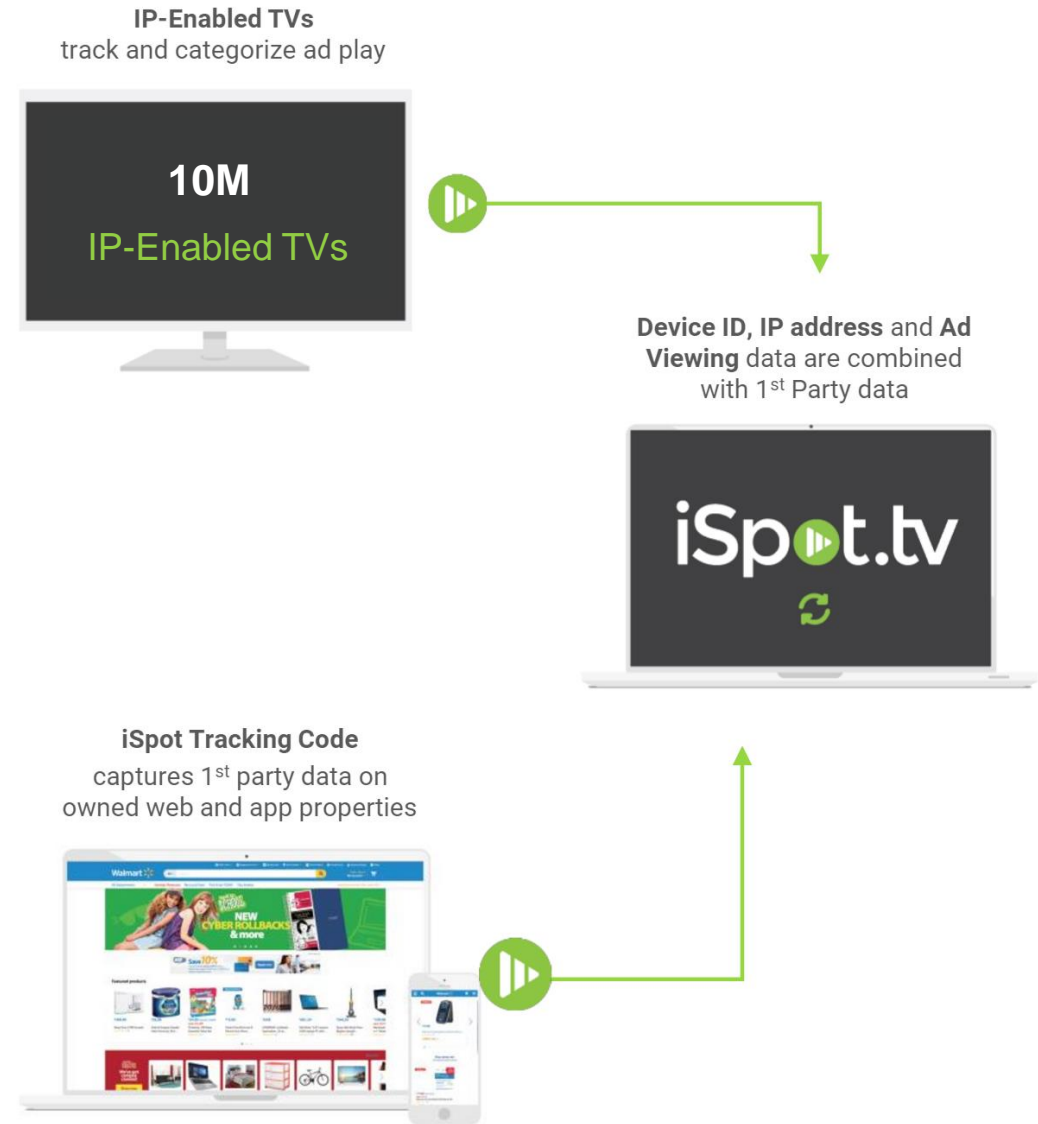


Any of the following actions taken while an ad plays increases tune-out rate:

- **Changing the channel**
- **Pulling up the guide**
- **Fast-forwarding**
- **Turning off TV**

- Digital-like, multi-touch attribution (MTA) for TV ads.
- Directly connects TV ad impressions to your upper and/or lower funnel KPIs.
- Easy to deploy with our digital tracking pixel.
- Creates an overlap between your users and our TV universe (we will match ~ 14%-20% of your users).
- Robust reporting generates actionable **Conversion Rate** insights for:
 - TV Ads
 - Network
 - Program
 - Day Part
 - Frequency

How it Works





GOAL: Optimize production and creative costs

Define and accurately measure creative wearout

Extend the lifetime of a TV ad

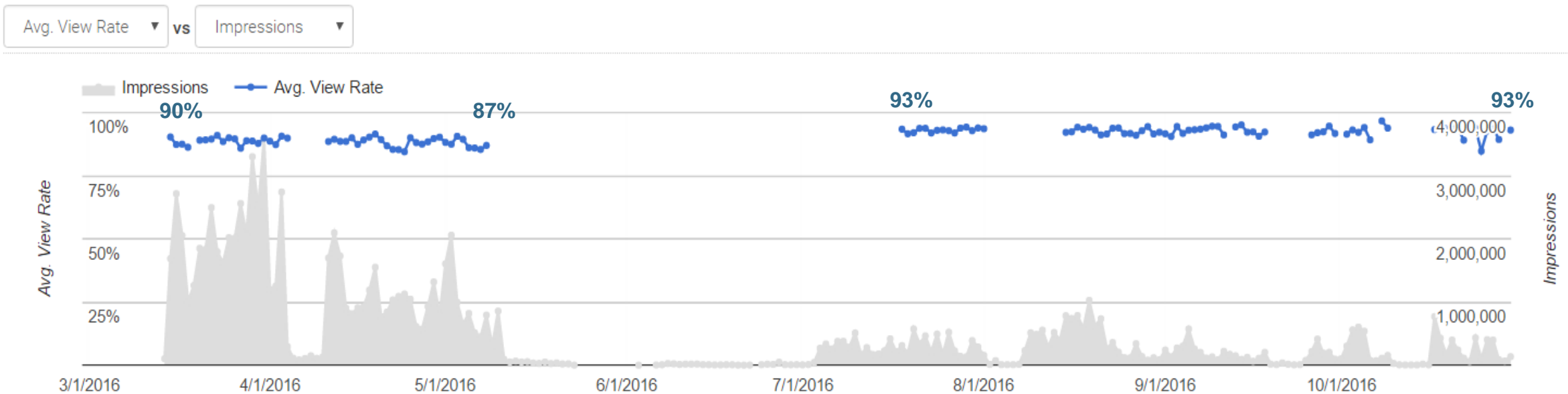
Identify performance implications from reintroducing an ad



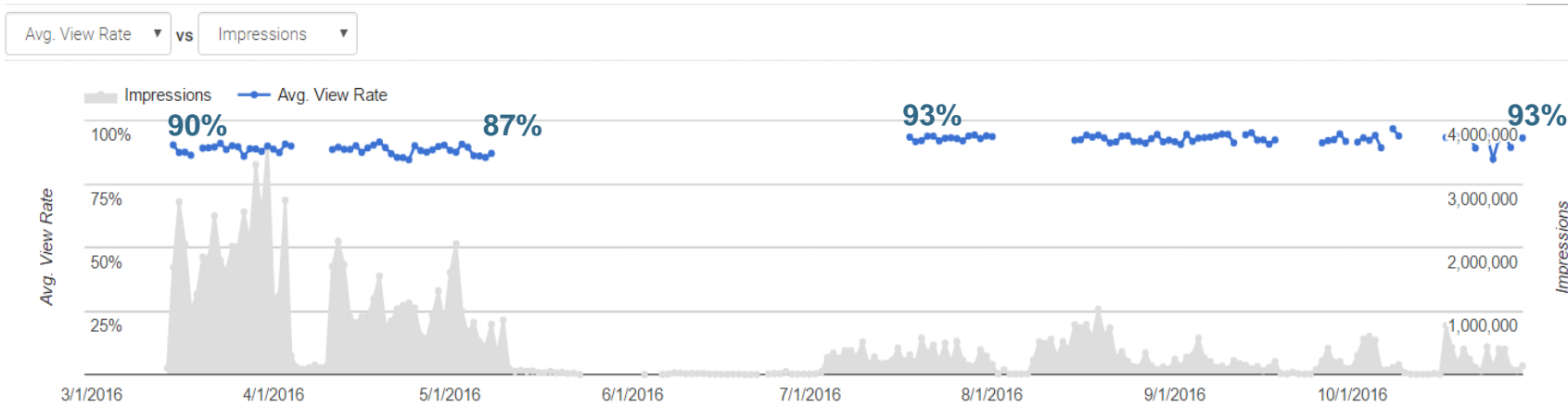
Business Question

Can you re-introduce a previously successful ad and expect similar results?

Heineken TV Spot, 'World Famous' con Benicio del Toro [Spanish]



Heineken TV Spot, 'World Famous' con Benicio del Toro [Spanish]



Key Findings

Yes! Spots that maintain a higher view rate through the initial airing duration maintain a similar rate upon the “re-introduction” of an ad.

Bigger Implications

Brands can 1) save considerable \$\$\$ on production costs of new ads, 2) capitalize quickly on media opportunities with an ‘inventory’ of historical top performers or benchmarking

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Questions?

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Thank You!