

Adometry TV Attribution

Measure and Optimize TV and Radio



PRODUCT BRIEF

Understand the impact of TV and Radio on your online purchase funnel to discover the ideal media mix for your business – regardless of channel – with Adometry's TV attribution.

As mobile phones and tablets continue to dominate the attention of consumers at work, on the go, and in the living room, understanding the impact created from traditional offline advertising channels like TV and radio is critical. In fact, TV advertising alone accounts for nearly [40%](#) of marketing investments globally. Today however, nearly two-thirds of TV viewers now interact with a second screen while watching, making digital marketing an equally important piece of the puzzle.

As the digital marketing ecosystem continues to grow, marketers are increasingly planning sophisticated, blended campaigns designed to capitalize on the second screen phenomena. To maximize these cross-channel, hybrid media strategies, it's vital that you are able to both accurately capture the results from the combined marketing initiatives and understand each channel's impact on your bottom line. Historically, these channels have been planned and measured in silos – until now.

TV and Radio + Digital: Better Together

Analyzing TV and Radio data alongside digital attribution allows Adometry to measure and offer valuable insights about the impact these channels have on digital campaigns.

By analyzing website traffic after spots air Adometry can — down to the minute — interpret and determine the relationship between traditional media strategies and your online engagement, offering valuable insights about the impact these investments have on digital campaign performance. This means that you'll get back the information required to:

- **Optimize** your traditional targeting strategy by creative, networks, and daypart
- **Understand** the concrete results, like sales and call center conversions, that TV and Radio drive for your business
- **Improve** your online targeting strategy to complement offline tactics and execute effective and holistic marketing campaigns
- **Retain** consumers by understanding where each channel lies in your marketing funnel and which consumers you may be losing along the way
- **Empower** your strategic long-term marketing mix modeling analysis with quicker, actionable recommendations and insights

If your business relies on TV or Radio to build awareness and generate demand, there's a massive opportunity to incorporate this data into the Adometry Platform to improve results and create a complete view of your marketing performance.

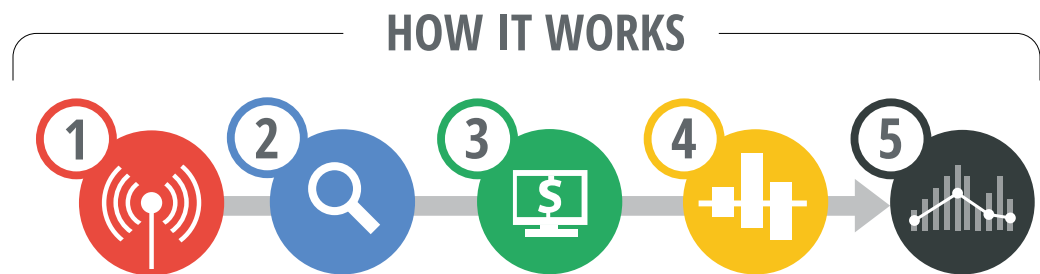
24% of viewers age 16 to 24 claim to have searched for a product online after they saw a television ad.¹

¹<http://www.mycustomer.com/news/deloitte-traditional-tv-advertising-still-most-effective>

How It Works

The most robust TV performance analysis of its kind, Adometry's TV attribution incorporates a wide range of data inputs, delivering the most granular, actionable recommendations available to help you maximize both traditional and digital media investments. Specifically, Adometry works to:

1. **Collect Broadcast Data:** Adometry obtains 3 - 6 months of minute-by-minute TV and radio data from your standard sources or through one of our partnerships.
2. **Collect Digital Data:** Adometry then collects web visit information from your site analytics systems and segments all channel data by source and type (brand vs. unbrand) for a more accurate view.
3. **Incorporate Success Points:** Your actual conversion, sales or call center data is incorporated into the TV attribution data set to provide concrete success points.
4. **Baseline Analysis:** Next, Adometry will determine a baseline behavior of all web traffic (taking into account seasonality as well as daily/hourly periodicity) so that any lifts can be accurately gleaned.
5. **Attribution & Optimization Processing:** Finally, Adometry will process and integrate the lifts seen from TV and radio into your reporting.



From TV to Every Screen

Adometry TV attribution offers the bottom-up view of how your TV and Radio investments are performing, informing your near-term decisions and allowing you to get the most out of your advertising — both online and offline. Utilizing TV attribution in combination with your data-driven digital attribution and modern marketing mix modeling will provide you with a deeper understanding of your marketing performance and take your cross-channel marketing campaigns to the next level.

Next Steps

To learn more about the Adometry Platform, please drop us a line at info@adometry.com or visit www.adometry.com.



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About Adometry by Google™

Adometry by Google transforms the way the world's top brands improve marketing performance. Acting as marketing's "system of record," Adometry solves the complex challenge of integrating, measuring, and optimizing marketing performance across all channels—both online and offline. Combining and interpreting previously silo'd sources of data; the Adometry Platform provides data-driven attribution, modern marketing mix modeling, and intelligent optimization recommendations across and within channels. As a result, marketers are able to identify their true impact on the customer journey and generate actionable insights that improve ROI.