

Financial Services

Adometry TV Attribution



CASE STUDY

Understanding TV and Radio's Impact on Digital Activity

A leading financial services company wanted to understand how its TV and radio ads were moving consumers to take online action, through either searches or visits to their website.



BACKGROUND

A leading financial services company creates a holistic marketing strategy by understanding TV's effectiveness on driving online results.

PRODUCTS AND SERVICES USED

- Adometry TV Attribution

A Hybrid Approach to Marketing

In order to acquire additional consumer members, the brand utilizes a hybrid approach of direct response marketing, brand awareness advertising, and a strong digital presence via display and search advertising. In order to achieve maximum growth at the lowest possible cost of acquisition, it is essential that online and offline disciplines work efficiently in combination with one another.

Connecting the Dots to Increase Business

As a recent Nielsen study points out, 75 percent of smartphone and tablet users are now engaging with second screen content more than once a month as they watch TV, and about half of these people are engaged with second screen content daily¹. Taking offline channels out of their measurement silos and understanding their online impact is therefore critical. The brand's goal was to use what they learned to optimize their TV and radio campaigns, increase their market share and reduce their cost of acquisition through a more holistic outreach.

To answer their questions, the brand turned to Adometry by Google. The brand was running 30 and 60 second spots on TV and radio, both for branding and direct response. Adometry analyzed six months of minute-by-minute radio and TV data from 2013, and then triangulated it with their website analytics data for website visits and online search. The brand's brand campaigns are designed to get people to start considering one of their products, identity theft protection in general so Adometry broke down brand searches by device (desktop, mobile, tablet) as well as by radio vs. TV to see if there were insights to be gleaned.

"In today's connected world, failure to evaluate creative performance across both online and offline acquisition channels can cause marketers to make uninformed decisions, simply because they are looking at data through a half-closed lens. Our partnership with Adometry has allowed us to gain a clearer vision, and to evaluate creative performance in ways never before possible."

– CMO, Financial Services Company

TV and Radio's Impact is Clear

The brand found a clear connection: its TV advertisements were driving thousands of website visits and tens of thousands of searches online. They discovered that:

- TV ads on smaller niche networks often drove better online response rates than ads on large, major networks.
- Short-form ads airing in the 7-10 a.m. time slot were most effective at driving incremental traffic to their website.
- The branding-focused ads drove a higher number of non-branded searches for terms such as "identity theft protection" or "credit card security." That's good news for the brand, but these category-wide searches were also driving traffic for the entire identity theft protection category, so it highlighted the importance of maintaining a strong search presence for the brand.
- Some consumers had misconceptions about the brand. A significant number of people used "credit reports" as part of their searches. Yet their products go beyond credit reporting and monitoring, an important differentiation. That led the brand to re-evaluate its TV creative, focusing on ways to educate consumers on the difference between pro-active identity theft protection and reactive credit monitoring.
- Lastly, the brand discovered that its offline ads drove a strong lift in mobile website activity. Their typical web traffic is split 70% desktop to 30% mobile.* However when they ran radio and TV spots, they saw this shift to a 57% mobile response rate vs. desktop ad attributed incremental responses.

Acting and Improving Across Channels

The granular insights that the brand gained from Adometry is changing how they approach marketing. The brand is re-evaluating its ad creative both on and offline, using a holistic approach to align offline advertising with online keyword search buys and digital creative. They are also digging deeper into their radio performance to understand what their true thresholds and saturation points are within the channel. Additionally, the brand is rethinking its mobile presence to make sure that those consumers who are driven to evolving mobile by their ads get a search and website experience that fits their needs.

"In today's connected world, failure to evaluate creative performance across both online and offline acquisition channels can cause marketers to make uninformed decisions, simply because they are looking at data through a half-closed lens," said the CMO of the Financial Services Company. "Our partnership with Adometry has allowed us to gain a clearer vision, and to evaluate creative performance in ways never before possible." As a technology leader, this added visibility is critical to the brand as it seeks to broaden its addressable market and expand market share.

Next Steps

To learn more about Adometry's Marketing Performance Management Suite, please drop us a line at info@adometry.com or visit www.adometry.com.

1. Nielsen TV, Second Screen Use Is a Boon For TV Advertisers (Media and Entertainment), 11-18-2013

* This excludes traffic from tablets



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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 Marketing Performance Management Suite 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.