

National Lender

Adometry TV Attribution



CASE STUDY

Understanding TV impact on consumers using Search Queries

Search queries give a national advertiser insights into how their TV campaign is influencing customers and fine tune what is resonating for their brand.



BACKGROUND

One of America's largest online lenders wanted to understand how a seasonal television campaign was impacting their bottom line.

PRODUCTS AND SERVICES USED

- Adometry TV Attribution

Loans and March Madness

During March Madness, a national online lender created a promotional campaign to award a large cash prize to anyone who entered a perfect 2014 Men's NCAA Tournament bracket in their bracket contest. Naturally, the contest generated lots of buzz as the campaign unfolded with Basketball Bracket branded television ads. But, in addition to a positive promotion response, the lender's search team wanted to find out whether the campaign was increasing brand awareness with consumers who might actually need a mortgage.

To better understand the value of the campaign's TV ads, especially as compared to the company's usual TV ad creative, the team turned to Adometry by Google's TV Attribution.

Revealing Screen to Screen

A Nielsen study points out that 75 percent of smartphone and tablet users engage with second screen content more than once a month while watching TV. About half of these consumers engage with second screen content daily¹. Pulling mass media channels like TV and radio out of measurement silos and understanding the online impact they generate is critical in order to truly optimize campaigns and reduce the costs of acquisition and conversion.

Adometry analyzed one month of minute-by-minute TV data, then applied machine learning to illuminate attributable web search queries. Adometry's TV Attribution allowed the lender to see minute-by-minute responses to TV ads with unprecedented granularity, broken down by network and creative, and by branded and non-brand responses.

Fresh Creative, Fresh Response

Adometry's TV Attribution analysis clearly demonstrated that consumer brand response to the bracket campaign's creative was much higher than to typical branded TV spots. TV Attribution looked at the response rate of users exposed to the TV spots and then correlated it to their online actions within minutes. One key finding exposed that bracket branded ads offered a .02% response rate as compared to the usual ad creative's .002% branded response rate — proving that the bracket contest ads do increase brand recognition for the lender.

Additionally, results also showed the lender's team that larger networks are saturated with financial category advertising, and therefore generate fewer non-branded responses for the brand itself, while smaller networks offered better non-branded responses in addition to good brand responses.

In addition to the promotion-specific queries, the campaign drove 39.5k attributable brand queries. Correlating this with search data and known conversion rates, the lender's team theorized that more than 2,000 conversions, and their associated revenues, may be eventually attributable to the campaign.

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

Quicker Insights

Since making a financial decision takes time, the lender typically experiences a 6 to 12 month lag between marketing action and conversion action. TV Attribution, however, offered a quicker way for the lender to measure consumer response and evaluate campaign success by looking at micro-conversions such as search queries and site traffic.

This sorts of insights allow brands to use the network and daypart performance insights to inform campaign strategy. Finally, knowing that differing ad creative leads to dramatically different consumer response, the lender's marketing team is also planning to test a variety of TV ad creative online and now has a mechanism with which to measure their efficacy quickly and efficiently. Getting a sense of consumer's brand response before TV airing can further stretch ad budgets and maximize response.

Next Steps

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



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