

Don't change the channel: the top 5 ways to amplify TV with digital



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Overview

When it comes to marketing, television is still the biggest screen in the house. Traditional TV accounts for 42% of all advertising spending, roughly \$78.8 billion annually¹. But in a multi-screen world, executing separate television and/or digital campaigns is a strategic miss.

Fully 90% of consumers are engaging with a second screen—often tablets and mobile phones—while watching TV². In fact, 66% of smartphone users report turning to their phone to look up something they saw in a TV commercial³. In that micro-moment, your consumer wants-to-know, wants-to-do, wants-to-buy. Are you making the most of your marketing investments at this critical time?

Don't let competing objectives or channel-based silos stop you from delighting consumers in the micro-moments that matter. TV Attribution from Google Attribution 360 allows you to measure the digital impacts of TV ads more accurately and immediately than ever before. With insights from TV Attribution, you can accurately develop and refine marketing strategies across both broadcast media and digital channels. Here are five top tips to help you leverage online signals to amplify your TV spending.

5 Top Tips

1. Align Creative Across Channels

If a friend was always chummy on the phone but cold in person, wouldn't you be confused? Don't let a choppy brand presentation or inconsistent messaging create a poor brand impression in the mind of your consumers. Encourage a cohesive understanding of your brand with unified messaging across television and digital campaigns. In the case of disparate TV campaigns, ensure mobile searches yield content relevant to the ad that sparked the consumer's interest and connects back to the heart of your brand's offering.

For example, one national lender used [TV Attribution](#) to analyze performance across TV ad spots, networks, dayparts, and creatives. They found that typical TV ads drove a 0.002% branded response rate⁴. During March Madness⁵, however, the brand ran a high-profile contest with ads attuned to creating a winning bracket. TV Attribution revealed that these ads drove a 0.02% branded response rate. Consistent brand cues across these very disparate campaigns—as well as across TV and digital channels—enabled the brand to win increased brand recognition overall.

¹ Source: Neal Mohan, Google, "Video Ads and Moments That Matter," Consumer Electronics Show 2015.

² Source: Neal Mohan, Google, "Video Ads and Moments That Matter," Consumer Electronics Show 2015.

³ Source: Google, Consumer Surveys, U.S., May 2015, n=1,243.

⁴ Response rate is the fraction of viewers expected to respond per ad spot, network, daypart, creative, or other aggregate category, and is specifically the number of clicks per 1 million impressions.

⁵ "March Madness" is a registered trademark of the NCAA.

"Rather than hunting and gathering data, we are now able to spend our time evaluating insights and optimizing our marketing investments across both TV and digital. As a CMO, this is a really big win for our business."

—Tony Pecora
CMO, SelectQuote

2. Empower Consumers with Mobile Search

When you satisfy and enable the consumer in the moment of highest interest and most purposeful decision-making, your brand wins. Using contextual signals, like location or time of day, to tailor your message can make your brand feel highly responsive and relevant on mobile. Knowing that TV ads will inspire mobile searches, use contextual cues to deliver an experience tailor-made for the moment.

For example, Tom is sitting in his living room watching the game. He sees your ad for a new stain resistant paint that would solve that pesky "my kid colored on the wall in permanent ink" incident from last week. When Tom searches, be sure your mobile search campaign lists stores near Tom that sell the new paint. Enable him to quickly and easily use his phone to consider and compare shades—plus show him whether the shade he needs is in stock and available for in-store pickup nearby.

3. Connect TV and Digital Data to Optimize ROI

Connecting TV ad airings data with digital signals like search queries and site traffic gives you a new level of granularity and speed. Rather than waiting a year for your Marketing Mix Modeling (MMM) report or months for panel and survey data, TV Attribution offers more immediate insights. With these learnings, you can fine-tune your in-flight TV campaign and capture incremental opportunity.

A recent case study illustrates how Nest used TV Attribution to analyze online responses to each TV ad airing in a TV campaign, and saw great success. Feeding everything they learned into the very next campaign, however, Nest optimized ad airings across daypart, duration, and geographic coverage. As a result, the second campaign provided a 2X improvement in response rates over the first.

4. Find and Target Your Best Audiences

Search query and site traffic data can reveal who is really responding to your TV message—complete with age, location, education, and other demographics. Mine these digital insights to determine which networks are performing best by audience, then optimize both television and digital campaigns accordingly. Sometimes the results can be surprising.

A long-standing hearing aid company felt confident their target audience were consumers in their 70s and 80s. Response data, however, shows the highest response rates were coming from a younger demographic. This new evidence that adult children are the ones actually buying hearing aids for elderly parents completely transformed the company's targeting strategies both online and on TV, including placements, dayparts, networks, and creatives.

5. Consider How the Consumer Really Thinks

To focus your marketing strategy around your consumer, you have to find out how your consumer thinks. Digital signals, such as the words consumers use in search queries, offer insights while saving time and money over traditional surveys or studies. Analyze digital signals to understand what parts of your message consumers are retaining—or not retaining.

Noting that a significant number of search queries included the term “credit report” inspired one financial services brand to re-assess TV ad creatives and even their brand identity. Now, the company focuses on educating consumers about the valuable difference between the proactive identity theft protection they offer versus the reactive credit monitoring offered by competitors.

Conclusion

Today’s consumers move seamlessly across channels—hopping from screen to screen according to their needs of-the-moment—and they expect brands to keep up. The opportunity to amplify and extend the value of your TV dollars with digital strategies is simply too big to ignore. Connecting digital and TV data with advanced marketing measurement practices like TV Attribution can reveal powerful opportunities to do just that.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today’s biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today’s customer journey. It’s easy to use, and makes data accessible for everyone so the “aha” moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit g.co/360suite

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