

TV Attribution enables you to measure TV impact just like digital

Integrate digital and broadcast data to understand cross-channel performance

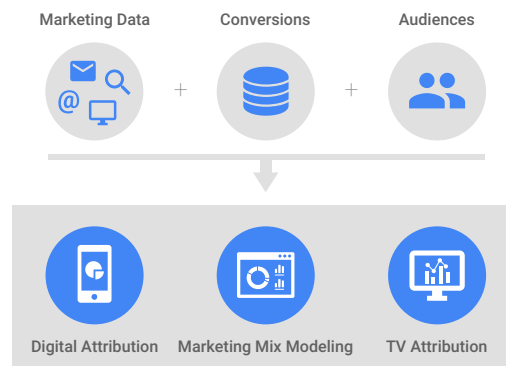
24% of viewers age 16 to 24 report searching for a product online after seeing a television ad.²

With the power to reach a huge audience, it's no wonder TV still dominates today's marketing budgets. TV advertising alone accounts for more than 40% of marketing investments globally.¹ Clearly, it is essential for marketers to understand the impact of their broadcast media investments.

But digital marketing is an essential part of the broadcast picture, too. Consumers who are interested in mass media messages immediately hop on a second screen—think laptop, tablet or smartphone—to search or visit sites associated with the ad. Does your marketing strategy take advantage of consumers' broadcast-to-online behaviors?

Better together

To capture second screen opportunities, top marketers are creating more sophisticated cross-channel campaigns—leaving channel-by-channel measurement silos behind.



Enter Google Attribution 360, part of the Google Analytics 360 Suite. Attribution 360 TV Attribution credits each touchpoint in today's complex customer journey so you can see real impacts and plan smarter cross-channel campaigns. Down-to-the-minute TV ad airings data is analyzed alongside digital site and search data to reveal traffic spikes attributable to specific broadcast ad placements. Integrating broadcast media

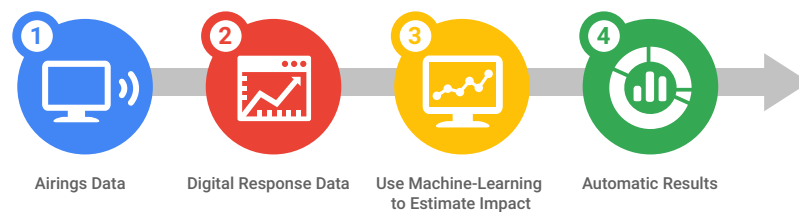
¹ Lunden, Ingrid. "2015 Ad Spend Rises to \$187B, Digital Inches Closer To One Third Of It." *TechCrunch.com*. January 20, 2015. Web. January 5, 2016.

² <http://www.mycustomer.com/news/deloitte-traditional-tv-advertising-still-most-effective>

into data-driven attribution allows you to see what's working, what's not, and how to drive performance across all channels.

- **Understand:** See real conversions—from site to sales to call center—driven by TV.
- **Optimize:** Coordinate targeting strategies online and in broadcast by creative, network, and daypart.
- **Improve:** Convert more consumers by understanding channel roles and drop offs.
- **Propel:** Get, more actionable insights than you can with traditional marketing mix modeling.

How it works



Attribution 360 TV Attribution offers the most robust analysis with the widest range of data inputs. You get granular, actionable recommendations that help you maximize both mass media and digital marketing investments.

1. Airings Data: Collect minute-by-minute TV ad airings data from standard broadcast sources or partners.

2. Digital Response Data: Collect search query data for keywords associated with the ad along with website visit and conversion data.

3. Use Machine-Learning to Estimate Impact: Digital response data is segmented by source and type—including conversion, sales, or call center data—to develop a baseline that accounts for daily/hourly periodicity and seasonality.

4. Automatic Results: Broadcast lifts and optimization insights are integrated into attribution reporting.

TV Attribution offers a holistic, data-driven view of marketing performance. Integrating broadcast media into data-driven attribution can help you to get the most out of both online and offline advertising, and take cross-channel marketing to the next level.

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