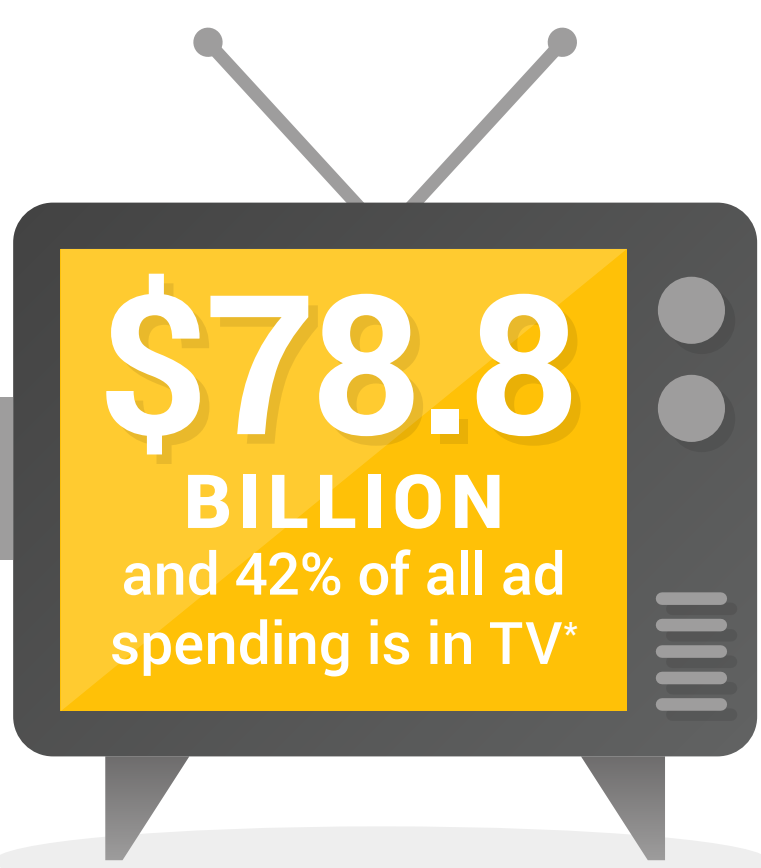
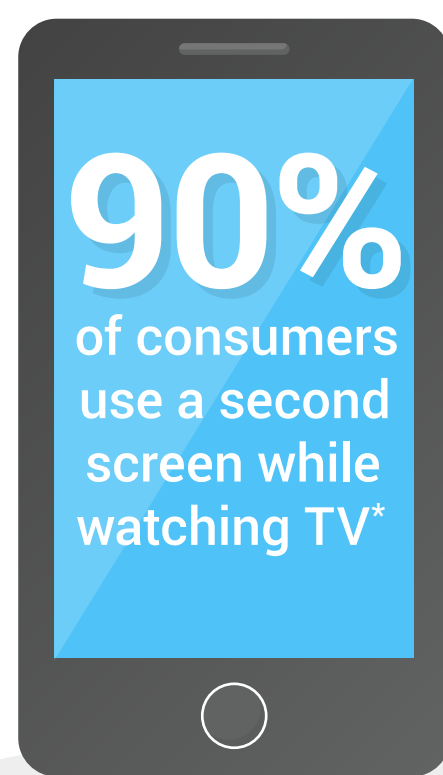


How Attribution Ties TV Ad Spend to Digital Results



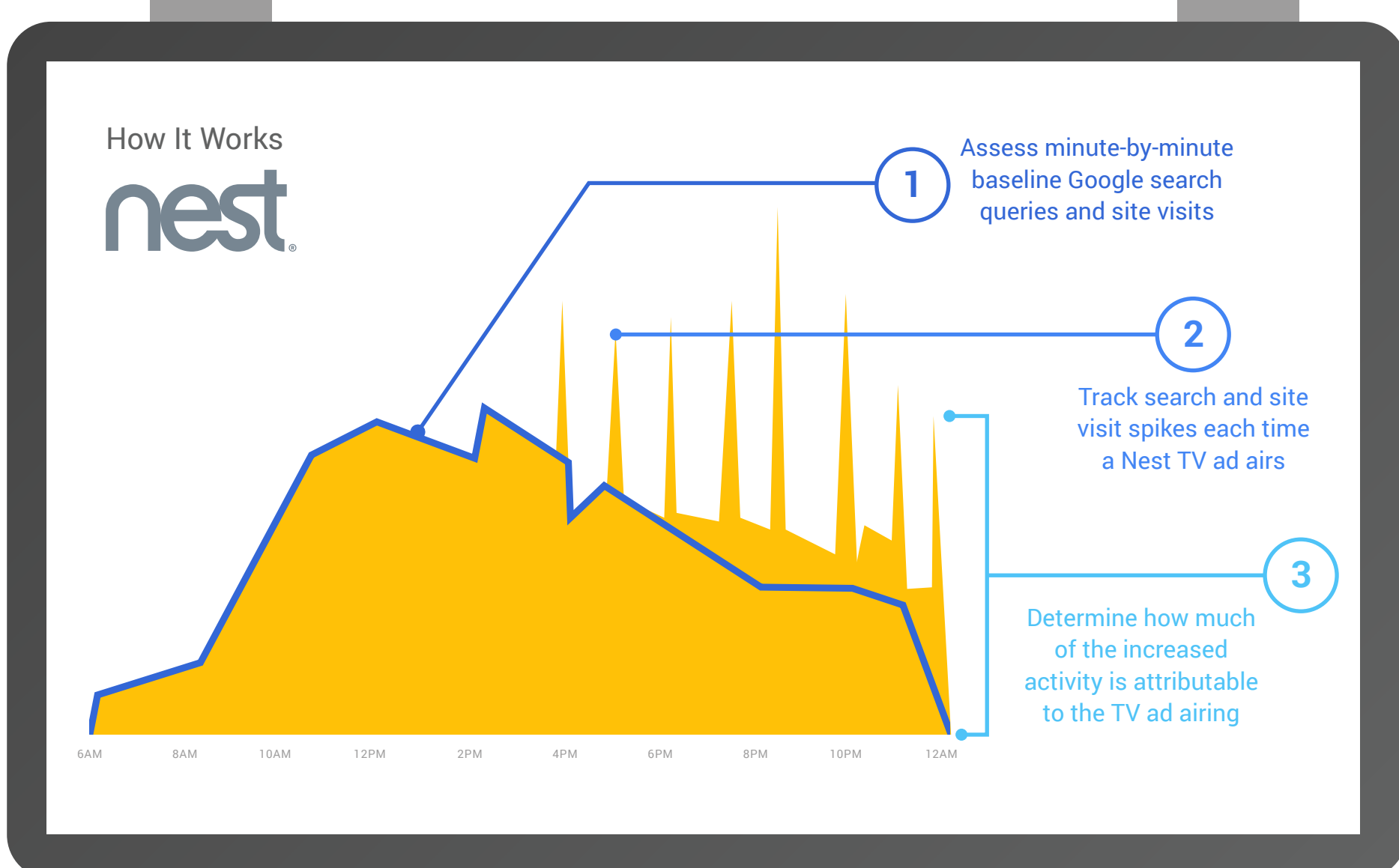
BUT tying real results to TV is difficult



AND digital is highly trackable

TV + Digital =
TV ATTRIBUTION

Nest Connects the TV and Digital Dots



2.5x

Lift in search volumes from the best performing cable channel categories

5x

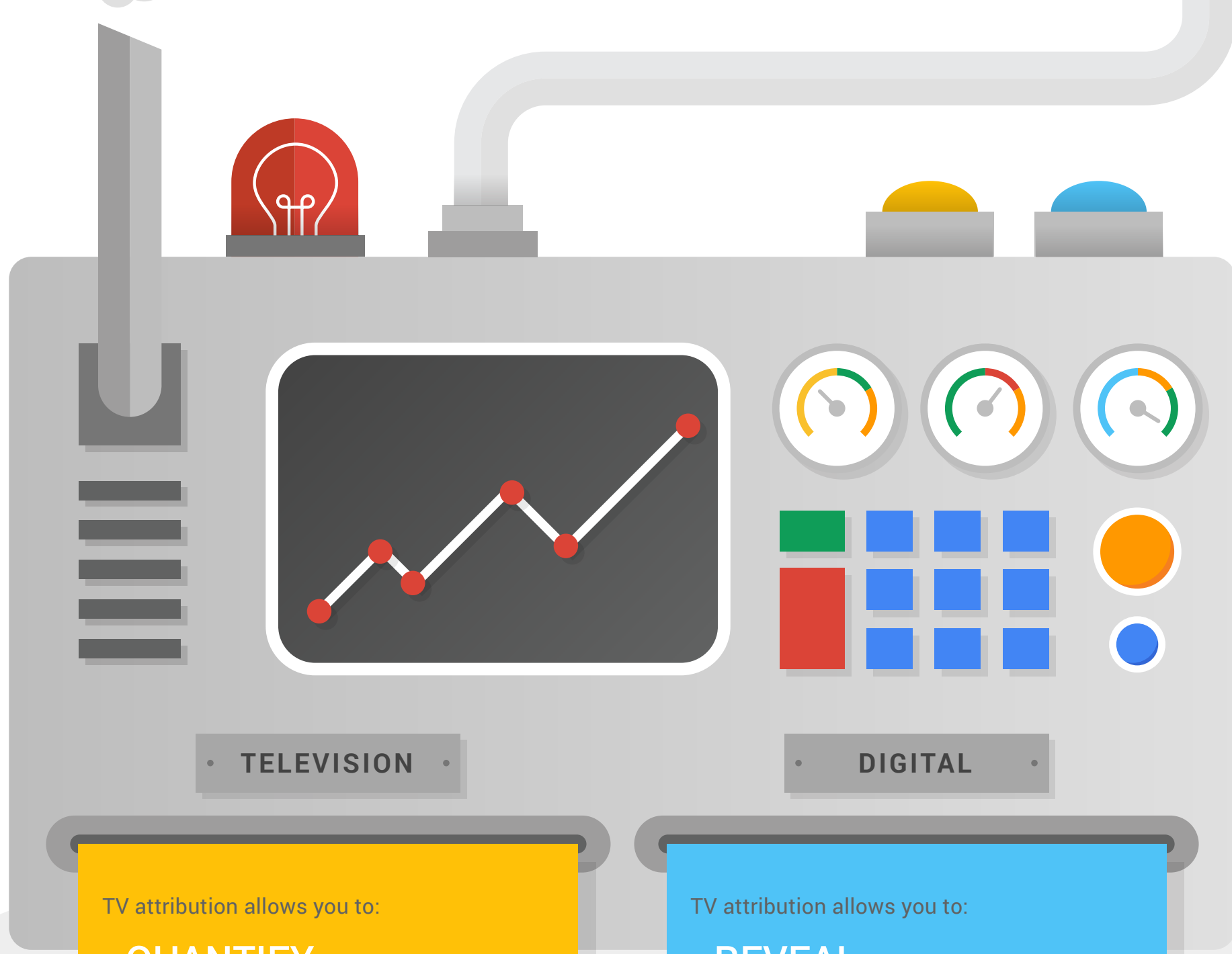
Mix of four channels drove significantly more response

A

Continuity between media plan and offline has potential to improve awareness



Nest found additional ROI opportunities when segmenting by programming genre



TV attribution allows you to:

- **QUANTIFY** the concrete business value that TV investments deliver
- **OPTIMIZE** future traditional media buys by creative, network, and day-part
- **AUGMENT** your panel and MMM analysis with quick, actionable insights
- **EMPOWER** creative teams with granular feedback on ad performance

TV attribution allows you to:

- **REVEAL** immediate TV-to-digital behaviors exhibited by your audience
- **OPTIMIZE** digital creative, flighting, and search campaign performance
- **GLEAN** the best keywords to inform SEO, search, and messaging strategies
- **CONNECT** online and offline campaigns for maximum awareness and synergy

* SOURCE: "Video Ads and Moments That Matter," Neal Mohan, Google (Consumer Electronics Show 2015)

[Learn more at g.co/attribution360](http://g.co/attribution360)