



Super Bowl 2018 Ad Attribution Reports: Credit Card Purchases





Credit Card Attribution

Preface

This brief provides insights on credit card transactions for H&R Block and TurboTax, during the weeks prior to and after Super Bowl LII on NBC



Media Gallery



H&R Block Super Bowl 2018 TV Commercial

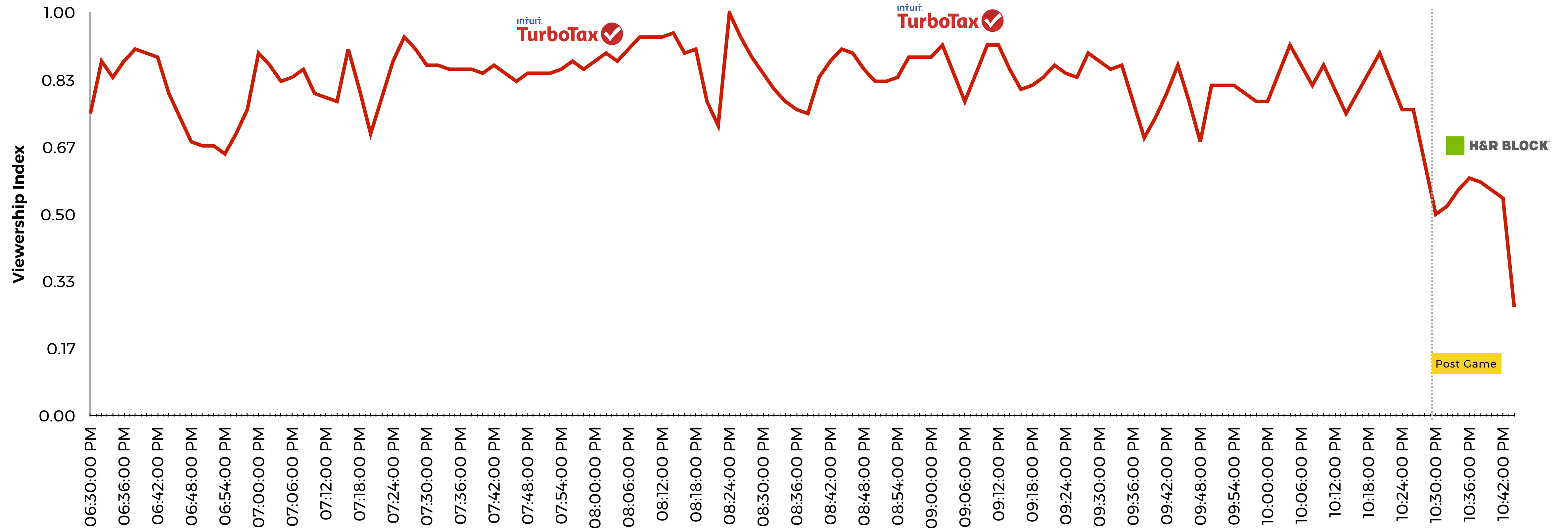


TurboTax Super Bowl 2018 TV Commercial

Audience Engagement for Super Bowl LII Viewers (6.30PM to 10.45PM ET)

The Super Bowl had consistent viewership throughout the entirety of the event

H&R Block ads aired during the Super Bowl Post Game show. TurboTax aired ads around half-time.



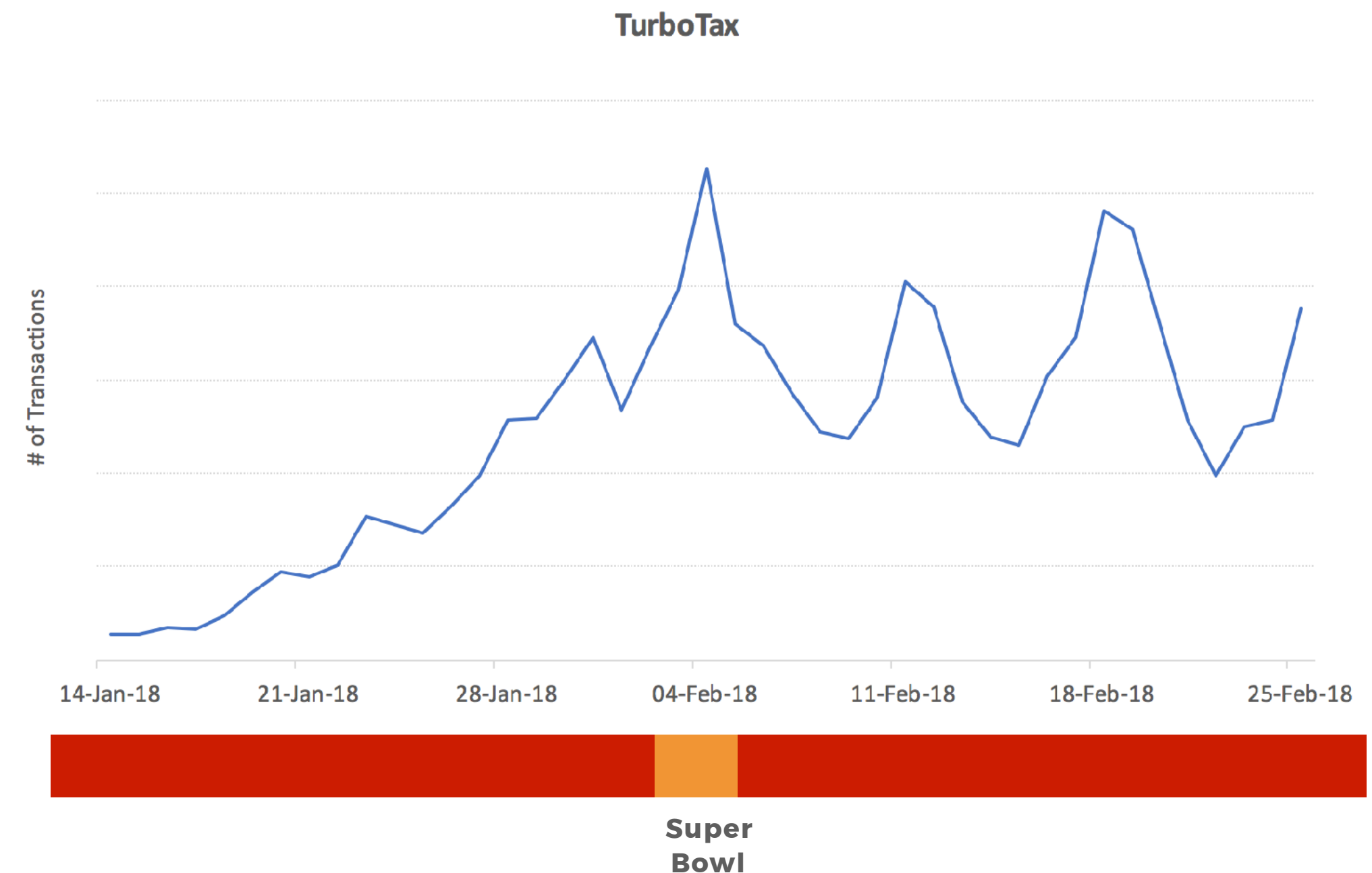
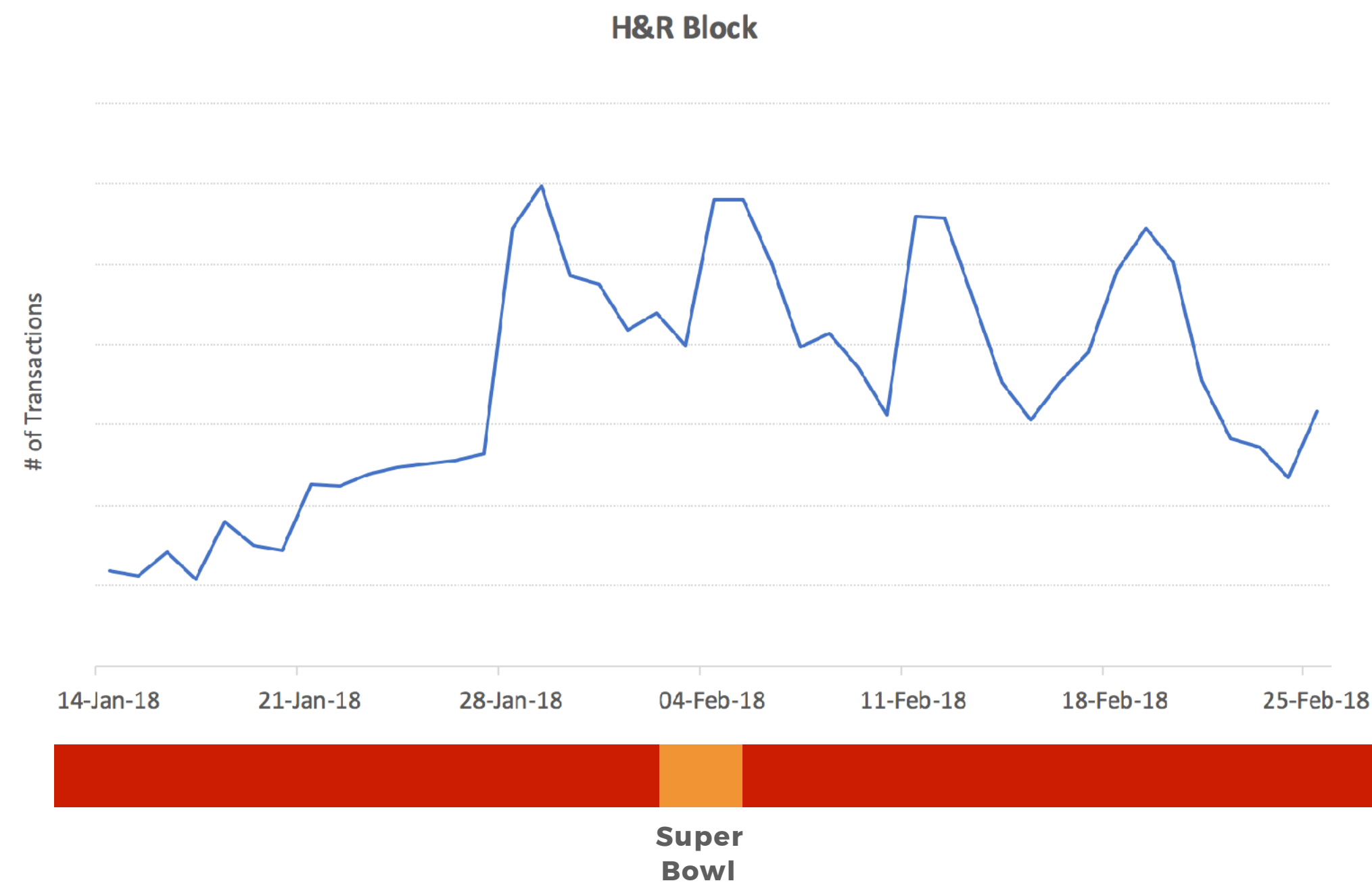
Source : Alphonso TV Audience data 4th Feb

CREDIT CARD TRANSACTION INSIGHTS

Transaction Summary of Tax Services Brands During Super Bowl Period

As expected, given seasonality, the number of transaction increased for both H&R Block (**42% increase**) and Turbo Tax (**88% increase**) during the 3 weeks after the Super Bowl

However there was a notable spike in sales for TurboTax right after the Super Bowl.



Pre Super Bowl Period: 01/14 to 02/03

Post Super Bowl Period : 02/05 to 02/25



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This brief provides insights on credit card transactions for T-Mobile, during the weeks prior to and after Super Bowl LII on NBC



Media Gallery

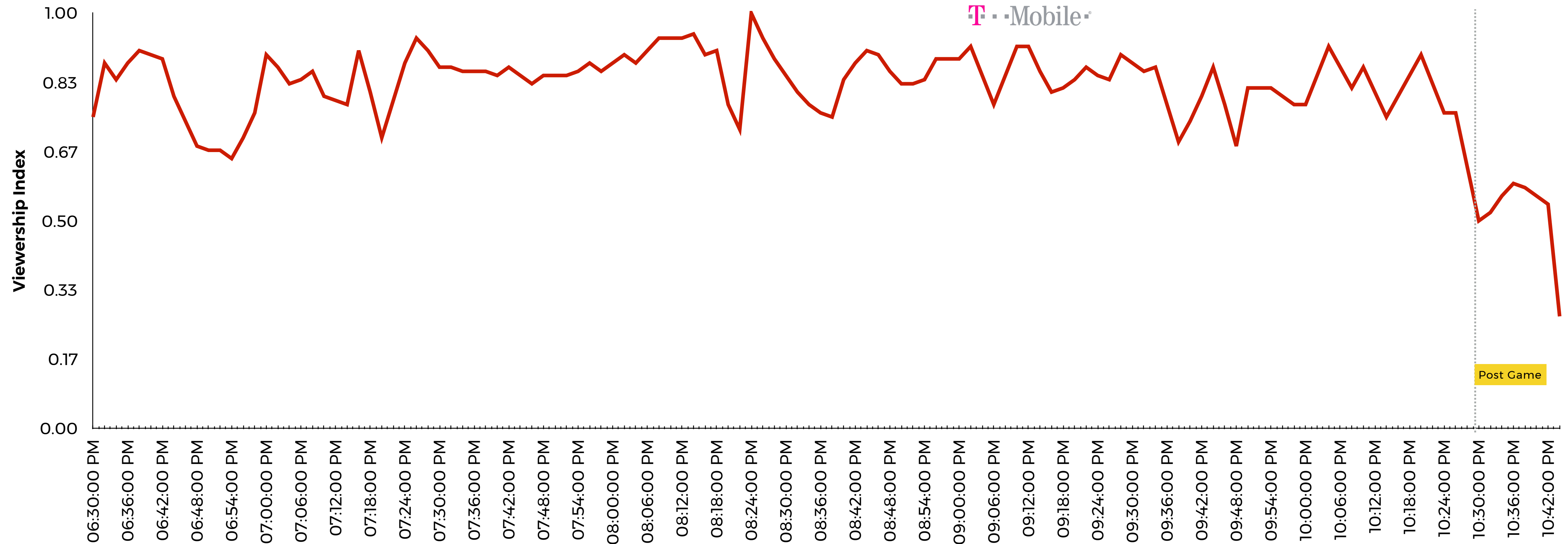


T-Mobile Super Bowl 2018 TV Commercial

Audience Engagement for Super Bowl LII Viewers (6.30PM to 10.45PM ET)

The Super Bowl had consistent viewership throughout the entirety of the event.

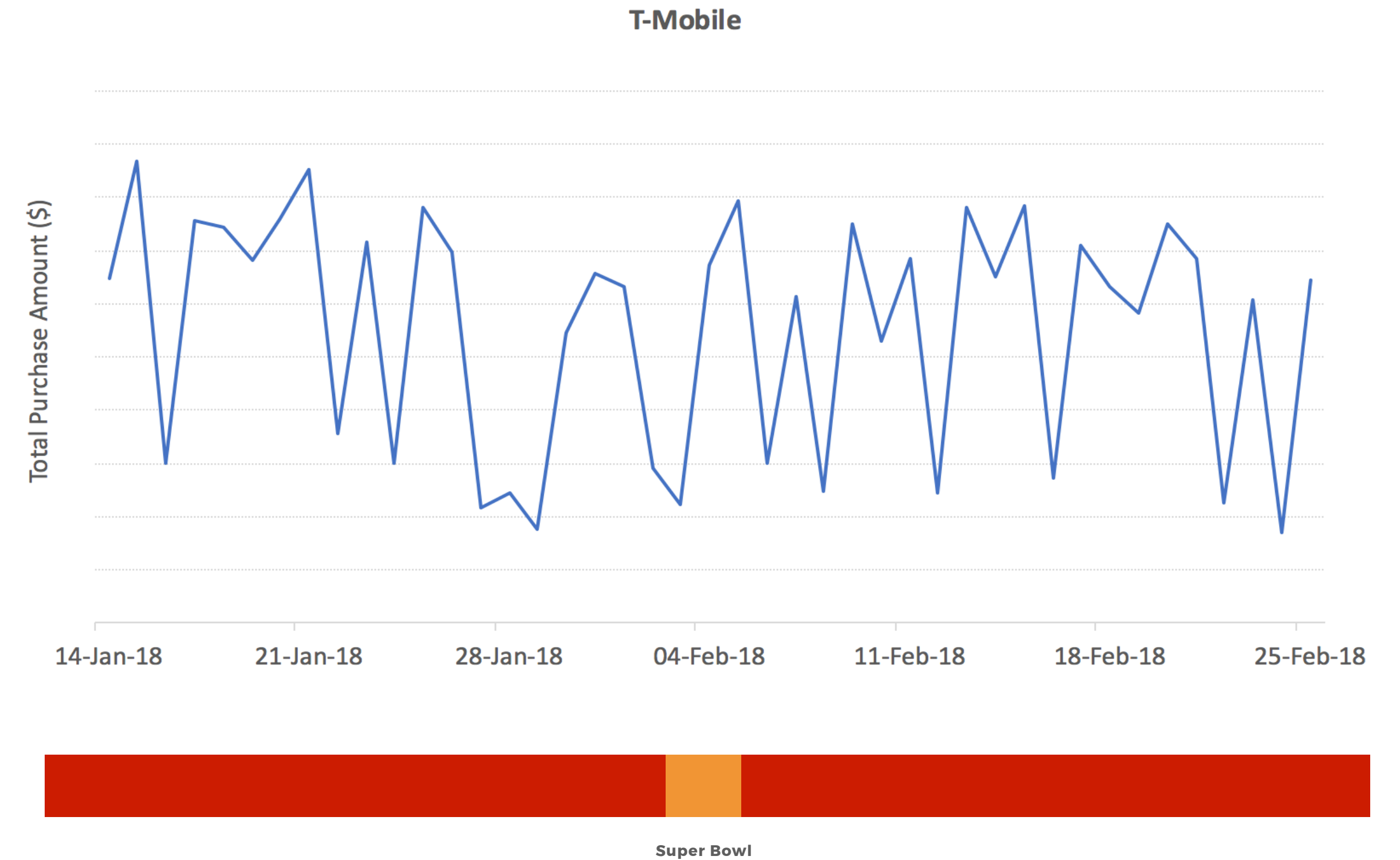
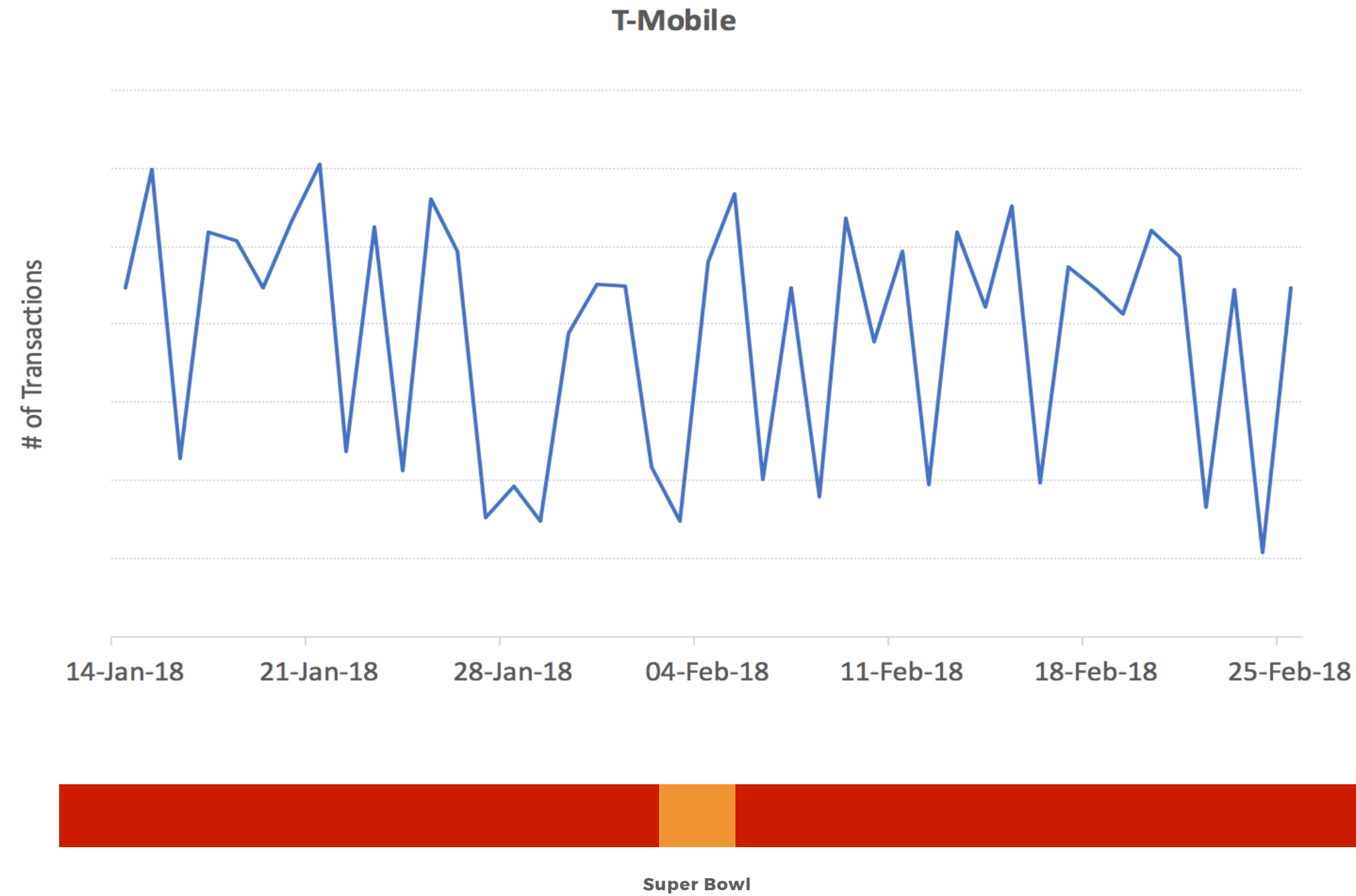
The T-Mobile ad aired during the second half of the game.



CREDIT CARD TRANSACTION INSIGHTS

Transaction Summary for T-Mobile During Super Bowl Period

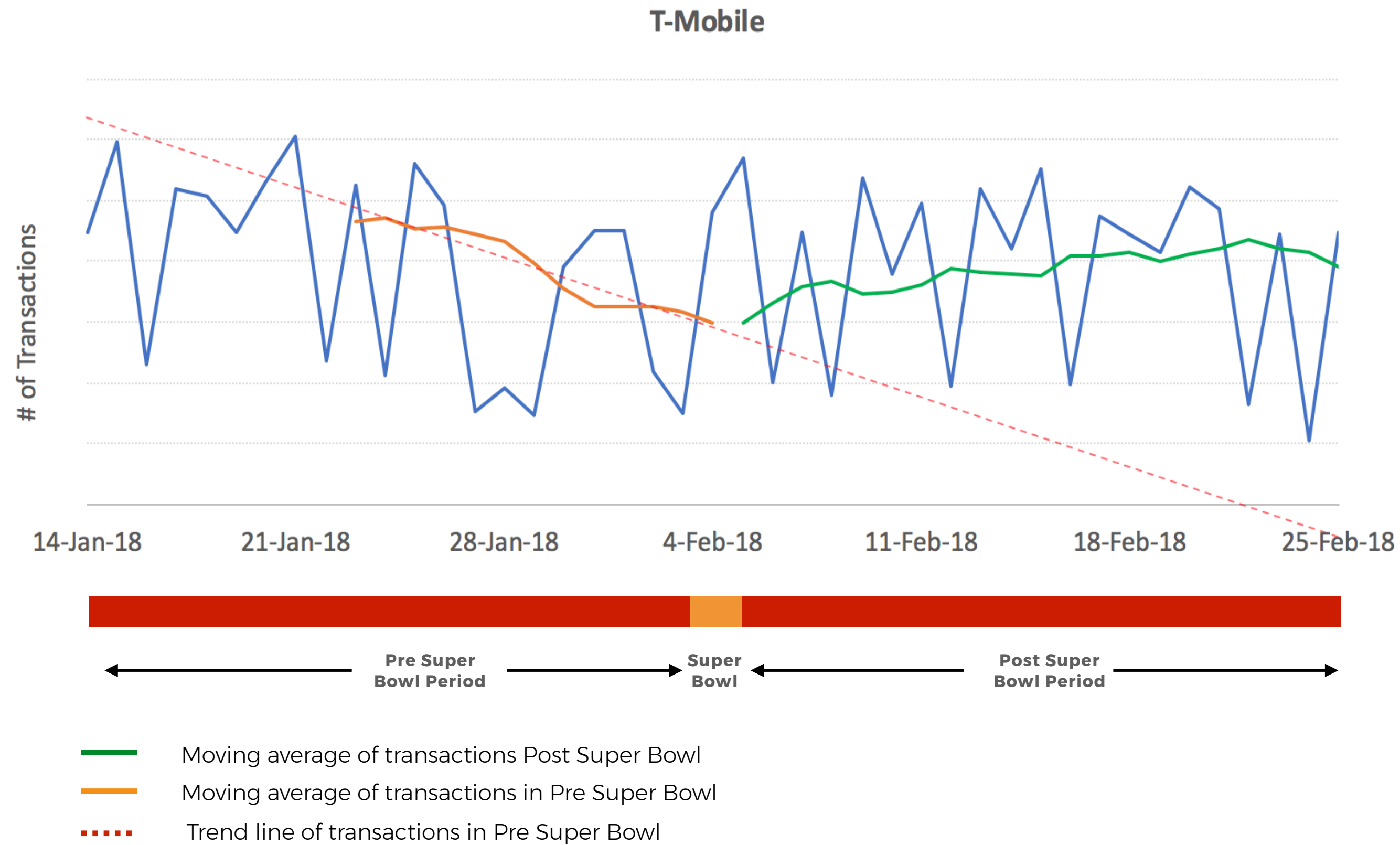
T-Mobile saw a **1.59% Lift** in the number of transactions during the 3 weeks after Super Bowl, along with **1.89% Lift** in Total Amount Purchase



Pre Super Bowl Period: 01/14 to 02/03

Post Super Bowl Period : 02/5 to 02/25

Transaction Summary for T-Mobile During Super Bowl Period



On taking moving averages of daily transactions for the six weeks -

In the Pre Super Bowl Period, the transactions saw a downward trend as seen by the **orange line**

The **dotted red line** shows a trend line moving towards a negative slope, if the trend were to continue

However, as shown by the **green line** we see an upward trend post Super Bowl

Pre Super Bowl Period: 01/14 to 02/03

Post Super Bowl Period : 02/5 to 02/25

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