Case Study: TV-to-Website Attribution

Challenge

A major e-commerce company is normally outspent by its competitors 3:1 on TV. With this much noise in the space, the brand wanted to evaluate the effectiveness of its TV ad spend in driving visits to its website. They were looking for a solution to help them decrease their cost per acquisition (CPA).

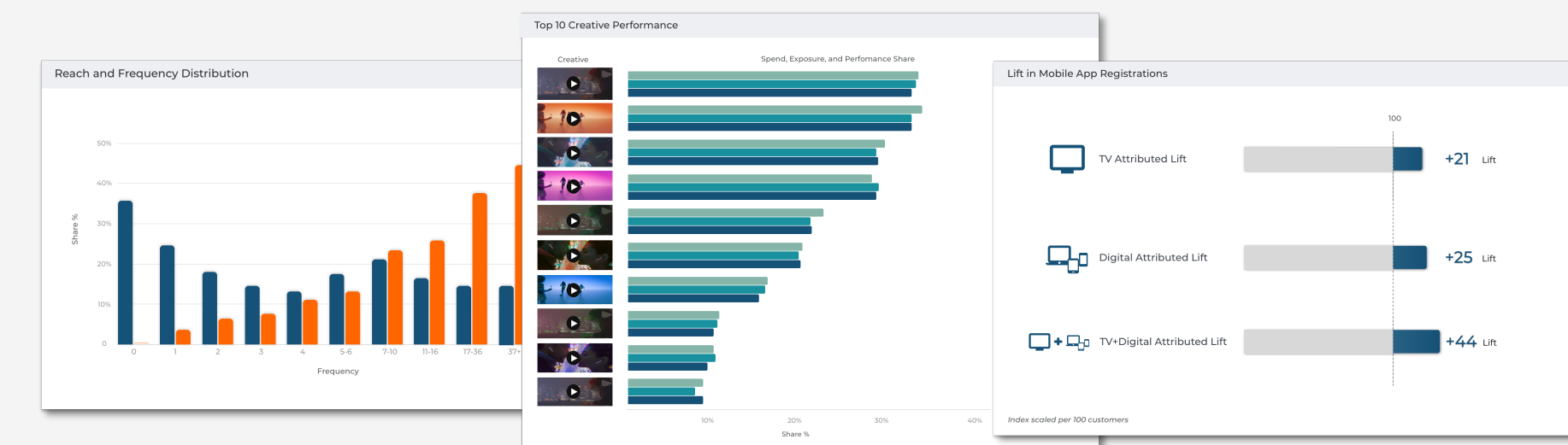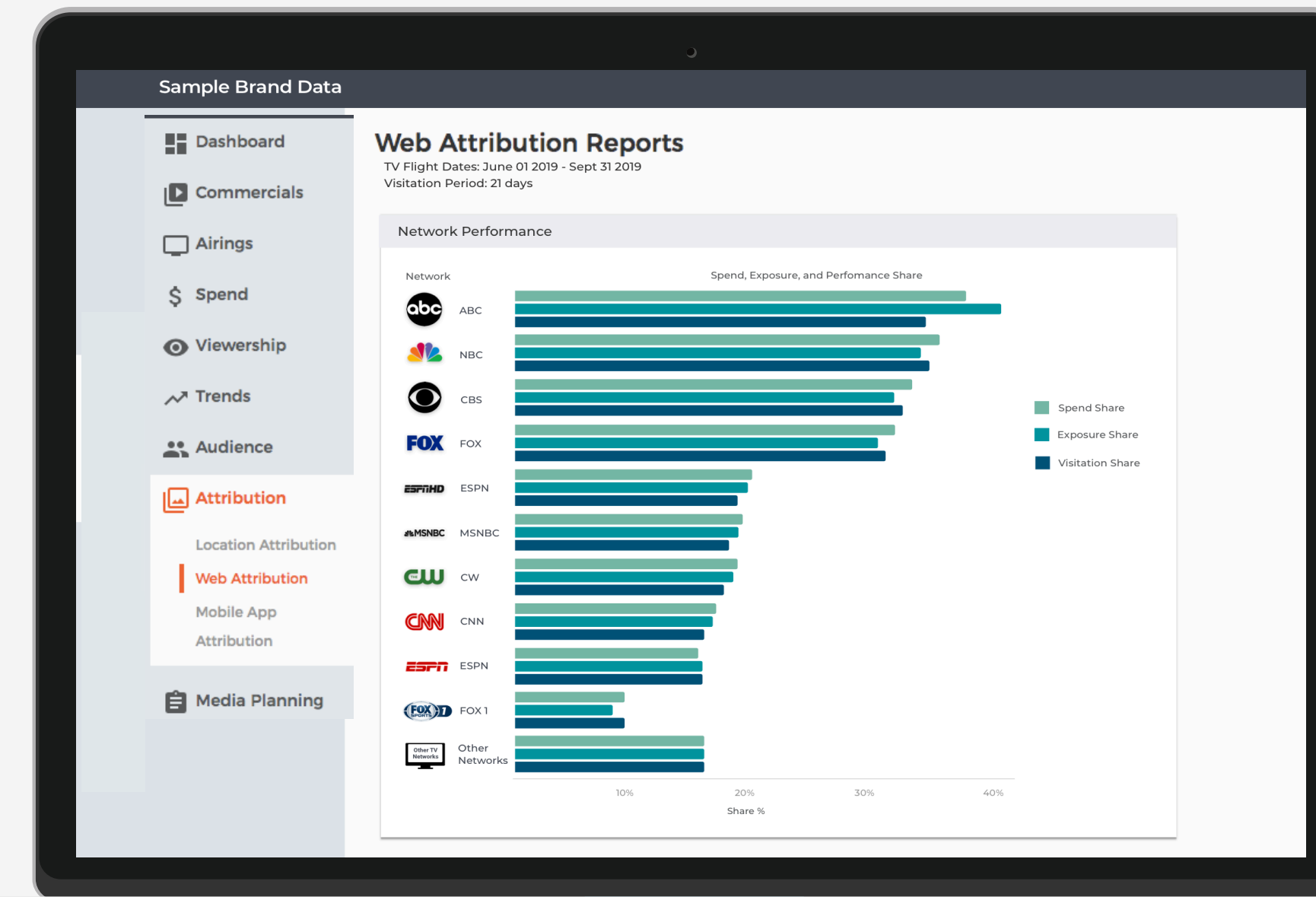- Decrease CPA
- Competitors outspend 3:1 on TV

Solution

Alphonso worked with the company to measure which networks, shows, dayparts and frequencies were driving the most visitors and conversions, pairing our TV exposure data with the company's web visitor data collected by Alphonso web pixels. The company improved their media planning by gaining access to TV ad analysis of its competitors, from the Alphonso Insights dashboard.

Results

Applying Alphonso Insights resulted in an initial CPA reduction of 21% after the first few biweekly cycles, ultimately declining by 51% by the end of the campaign.

- 51% CPA Reduction
- Reduced waste via frequency capping, eliminating non-performing airings
- Improved media planning after analyzing competitive TV ads