

How TV Drives App Downloads

Increasing Brand Awareness +
App Installs with TV data



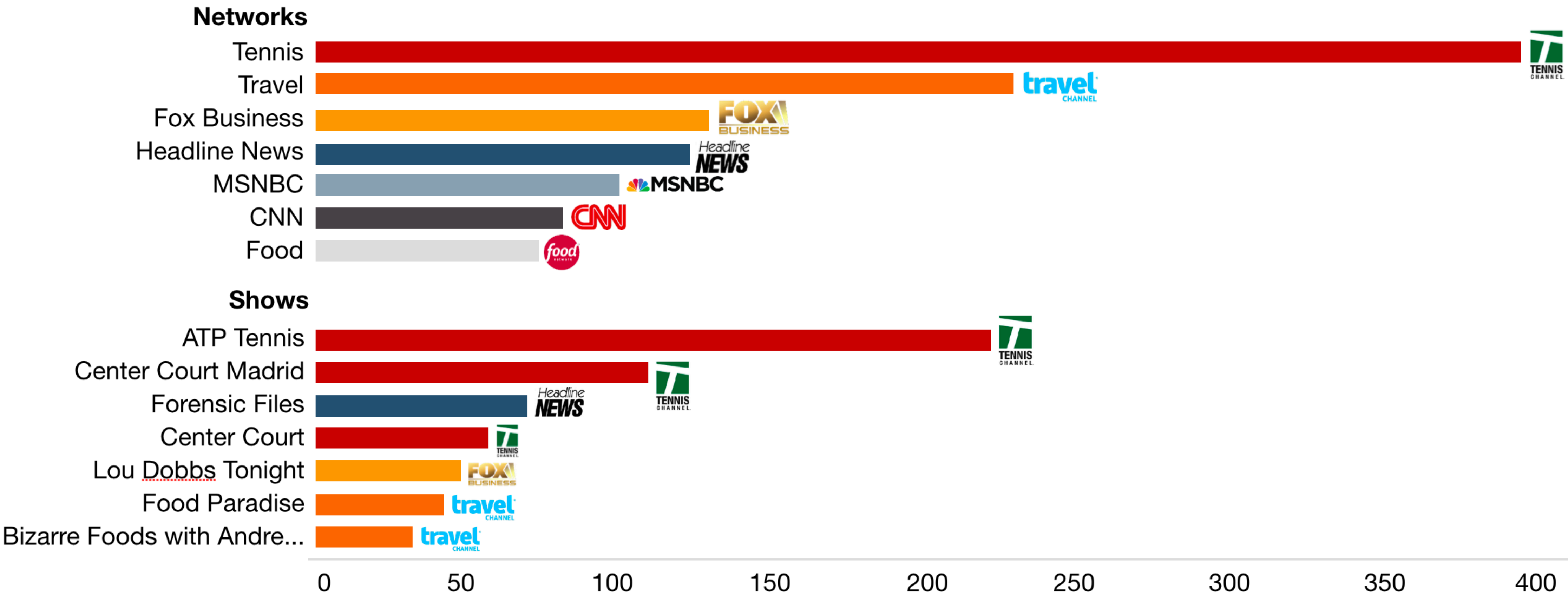
Promoting app downloads with TV-to-digital retargeting

Alphonso and Tremor Video DSP worked with a leading mobile app developer to target granular audiences derived from TV viewership data.



Network Analysis

In promoting its app, the brand wanted to reach affluent, upscale audience, including business professionals. Alphonso TV data helped pinpoint those viewers on specific networks and programs, combining audience demographics with TV viewership trends. Top networks identified including lifestyle, business news, general news networks, and the Tennis Channel.



The Alphonso Viewership Index shows which networks and programs the target audience is more likely to be found. 100 equals average viewership, a score of 200 means that the audience is 2x more likely to watch that show or network etc.

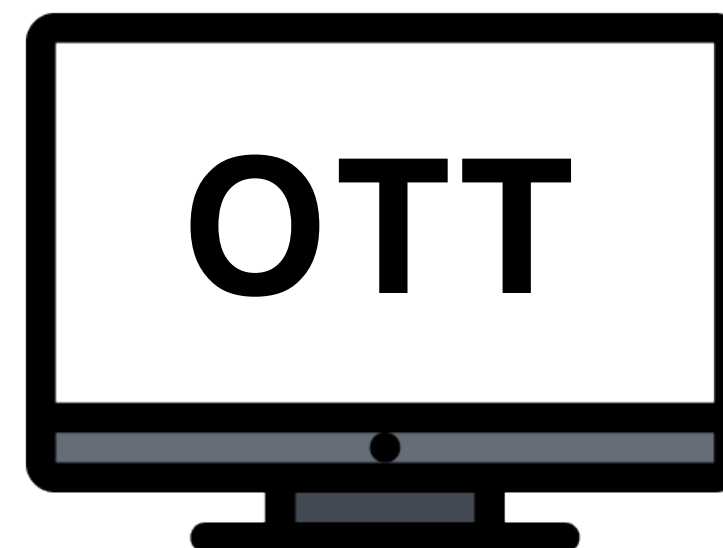
The Plan

Alphonso enabled the brand to extend the frequency of its targeted TV campaign to reach that same upscale audience on digital. It also used Alphonso TV data, which includes OTT services in addition to linear channels to expand its target audience beyond traditional TV, reaching cord cutters and viewers of premium subscription networks on digital.

Frequency Extension

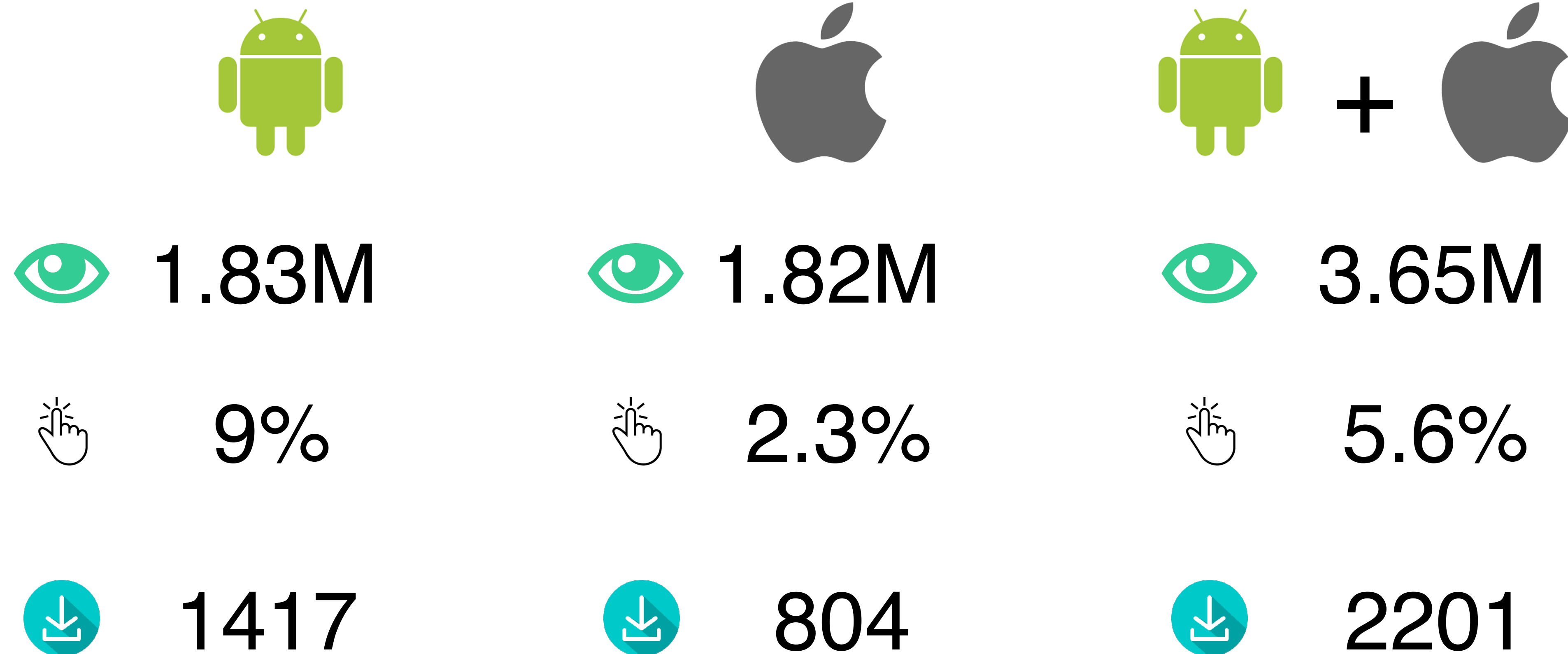


OTT Audience Targeting



Using TV Data to Drive App Installs

Alphonso and Tremor Video DSP worked with the brand to evaluate success. The TV-to-digital retargeting campaign drove 200,000 clicks and 2,200 downloads over the course of three weeks. Drilling further, we noted that Android users had a much higher click rate, whereas iOS users were more likely to download the app.



Source: Campaign Audience data 24th Apr to 13th May, 2018

Campaign Summary

- The TV-to-digital retargeting campaign generated 2,200 downloads and 200,000 clicks.
- Android users had a much higher click rate, whereas iOS users were more likely to install the app.
- Relative Viewership for Campaign Audience
 - The campaign audience was more likely to watch crime dramas, tennis, and reality shows.
 - Reality TV style shows on the Food Network and cable news had an above average viewership for the exposed audience on cable networks.
- Performance Optimization Strategies:
 - To ensure higher click through rates (CTR), blacklists were imposed on apps with historically low CTR performance. The campaign was further optimized to ensure delivery during specific dayparts to maximize CTR.
 - Keeping a balance between iOS (higher installs per click) and Android (higher CTR) delivery was key to improving number of app downloads.

About Alphonso

Alphonso is a TV data company and the market leader in providing brands and agencies with verified TV audiences on mobile devices and the web. Its Alphonso TV Data Cloud services power TV retargeting and brand insights for hundreds of the Fortune 500 brands and agencies in the U.S. The company enables its clients to amplify their TV spend with digital, and to reach targeted TV demographics across all screens.

With automatic content recognition (ACR) technology embedded in tens of millions of hardware and software products, including smart TVs, TV chipsets, mobile apps, gaming consoles and streaming devices, Alphonso understands what programming and advertising people are watching on TV. Through its Alphonso Insights SaaS offering, Alphonso delivers actionable insights and closed-loop attribution with offline data in real time to help its customers understand the true impact of TV advertising. To learn more, visit www.alphonso.tv.

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