

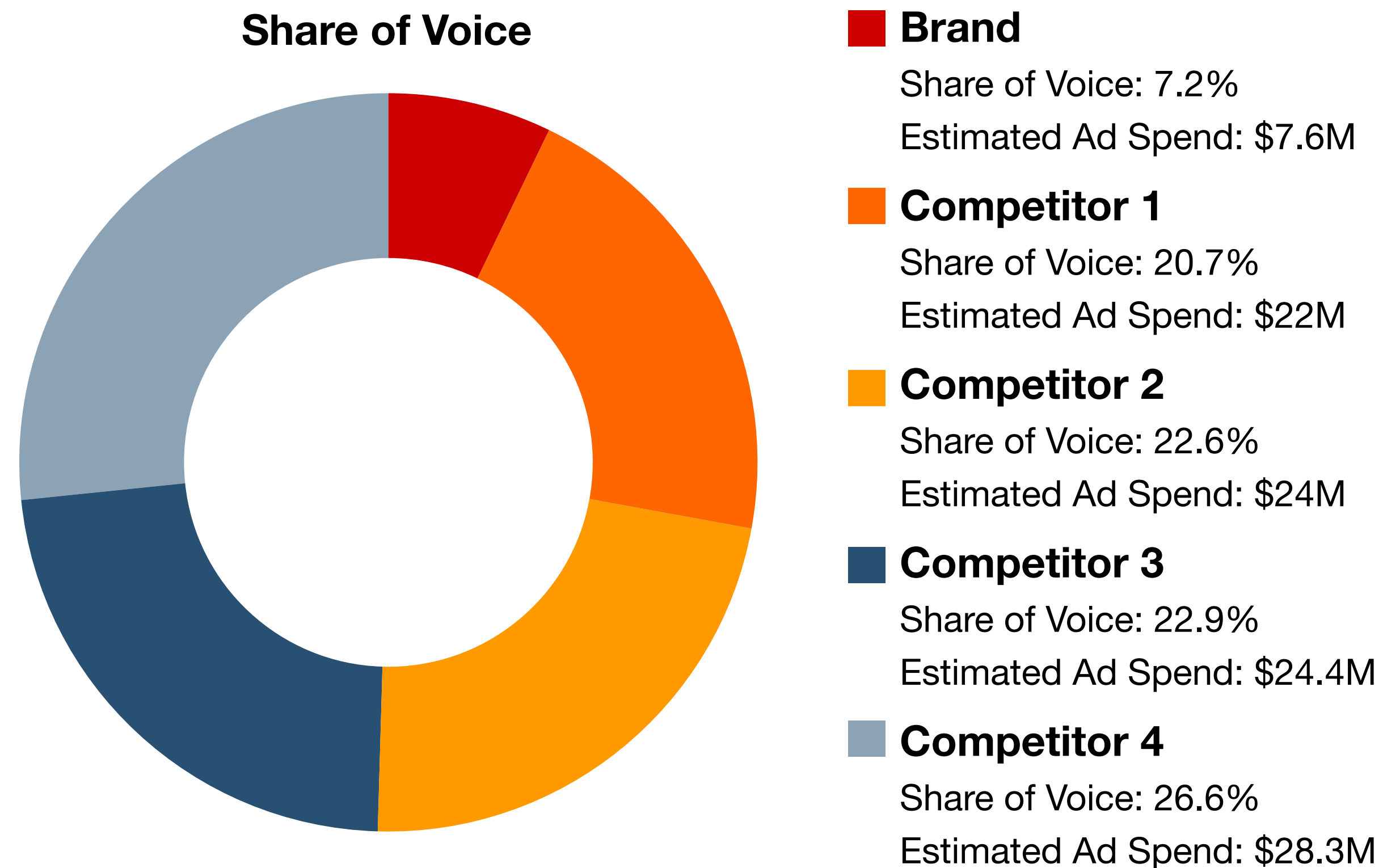
How TV Drives Website Visits

Cross-Channel Web Attribution +
Brand Awareness for a Major
Financial Services Provider



The Challenge

As a challenger to traditional banks, this financial services provider 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 and online marketing in driving visits to its website.



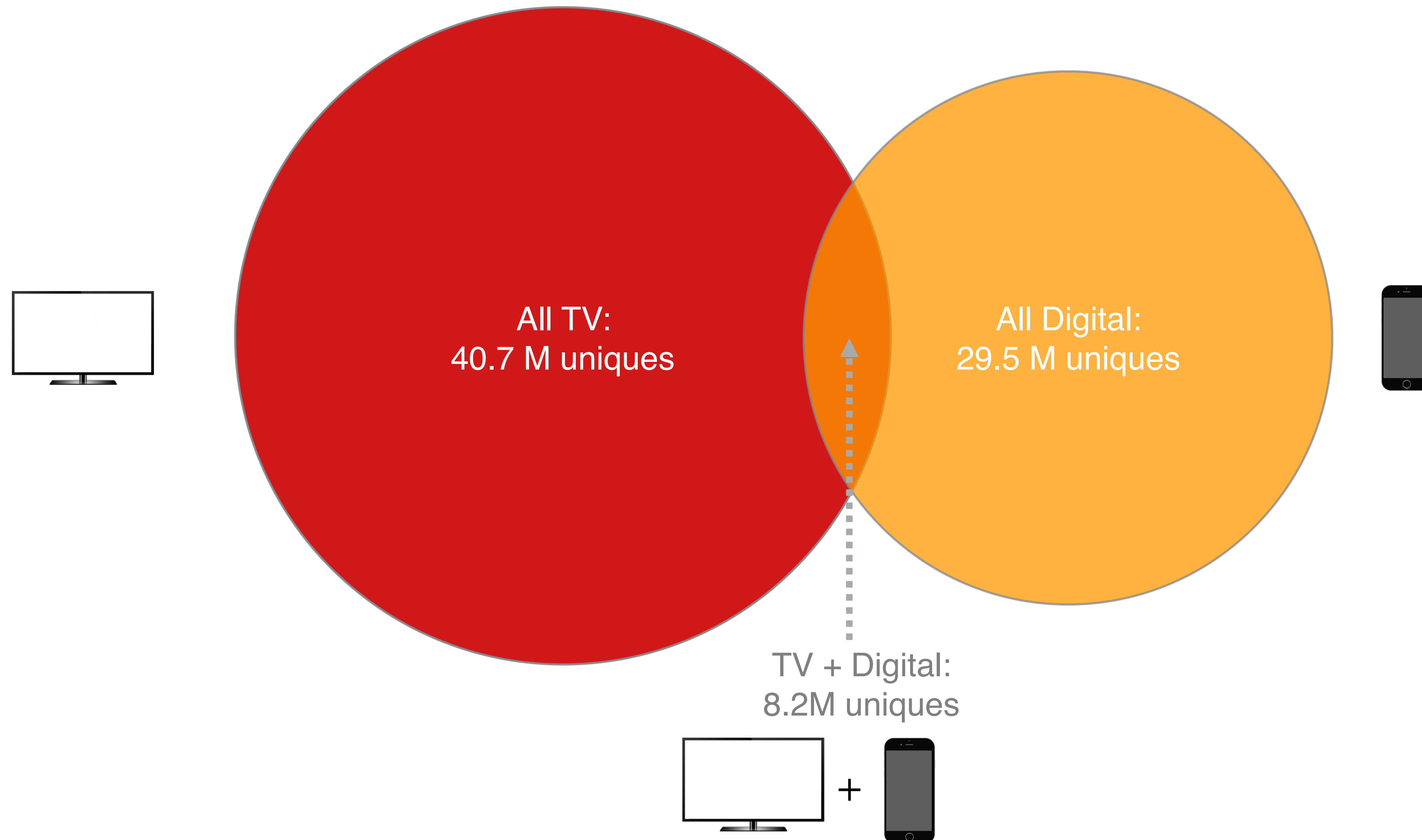
The Plan

The brand advertised most on ESPN, ABC, History, CBS, and NBC. To complement its TV buy, the brand also had five major digital partners. Alphonso worked with the financial brand to track digital ad exposure across those partners.



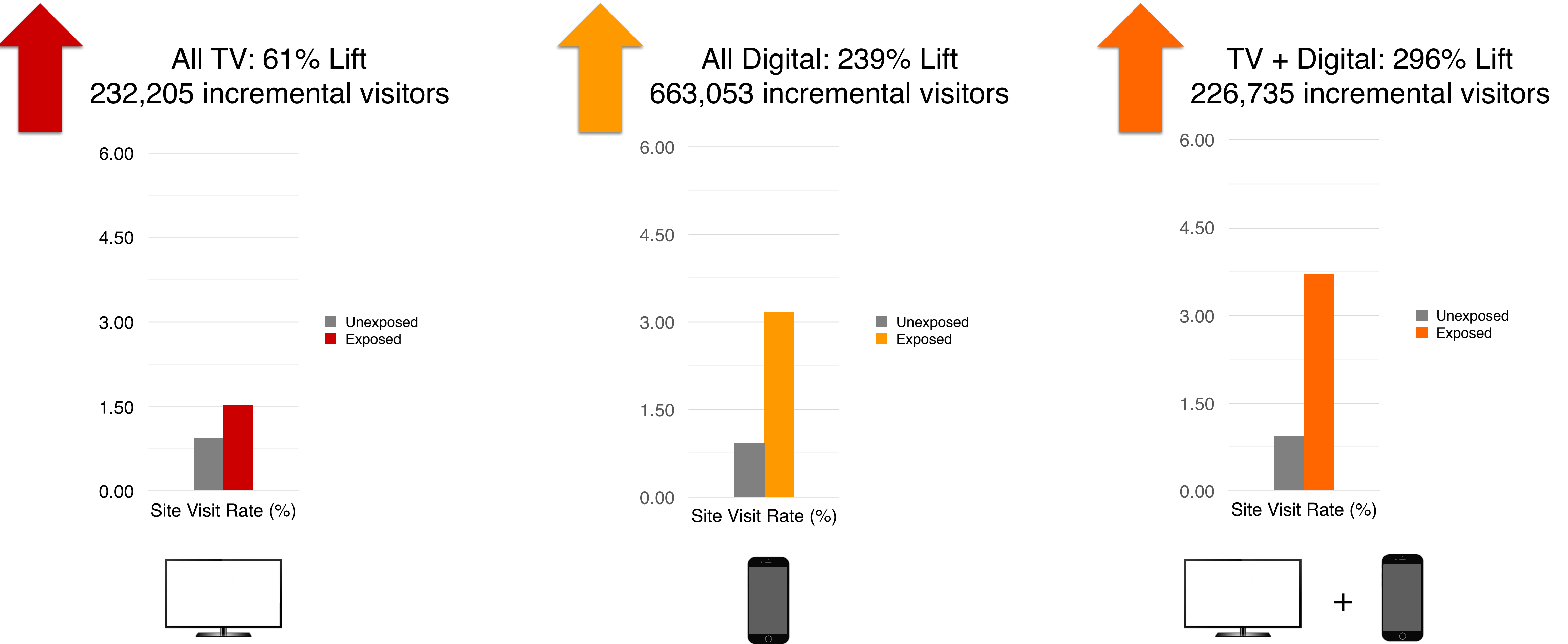
Cross-Channel Exposure Insights

Alphonso identified the size and scope of both the TV and digital campaigns. Whereas the TV campaign reached 41M uniques, the digital campaign reached 30M, of which 8.2M was the overlap audience between the two media channels.



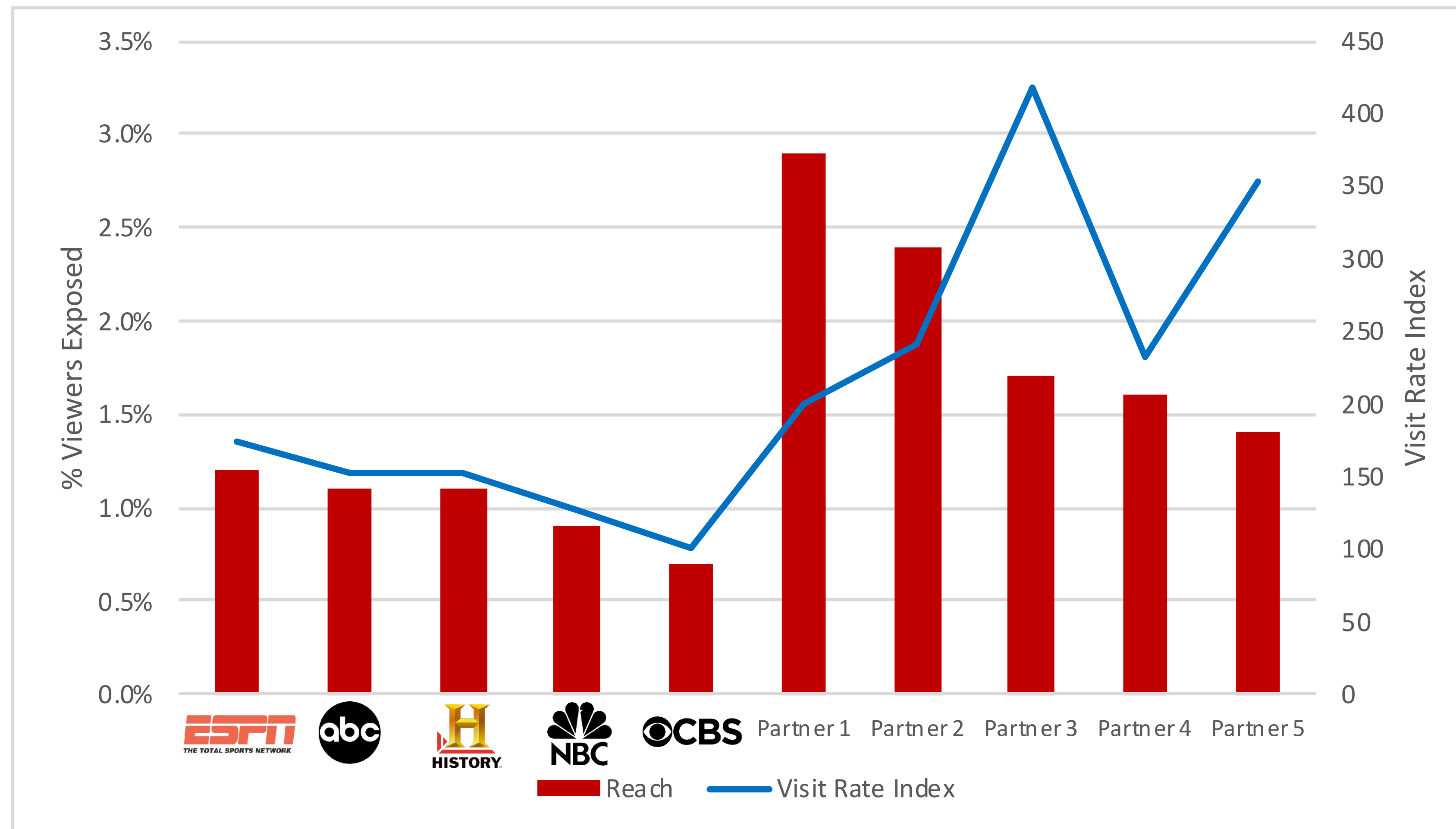
Results: Visitation Insights

Alphonso used pixel placement across the five digital partners to measure the digital lift, and combined its TV viewership data to measure lift in web traffic from ad exposures. TV resulted in a 61% lift, but digital was 4x as effective as TV in getting people to visit the website. Those exposed to **both** TV and digital were the most likely to visit the site.



Partner Performance

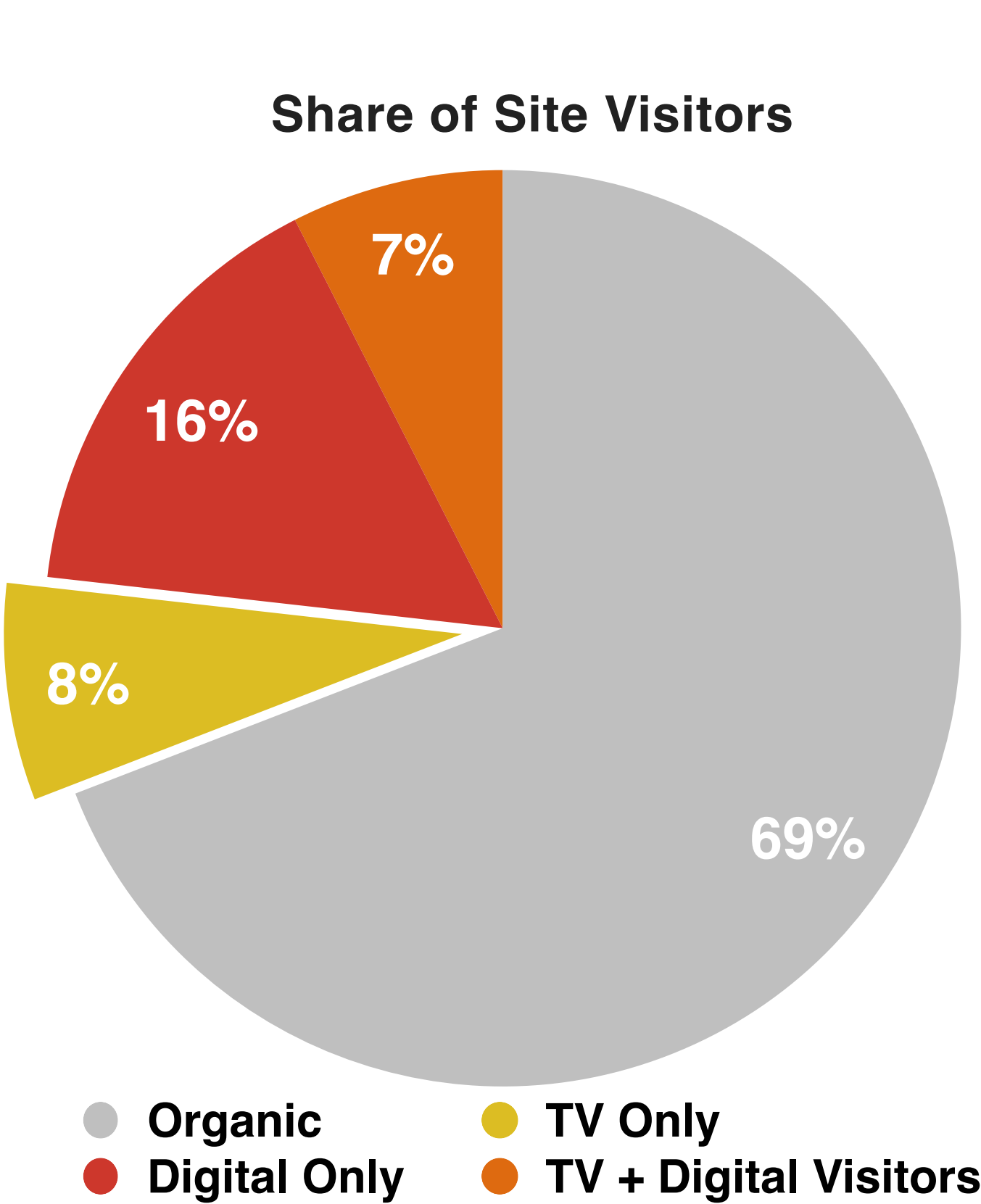
ESPN, ABC, and History Channel generated the highest visit rates among viewers exposed to TV ads.



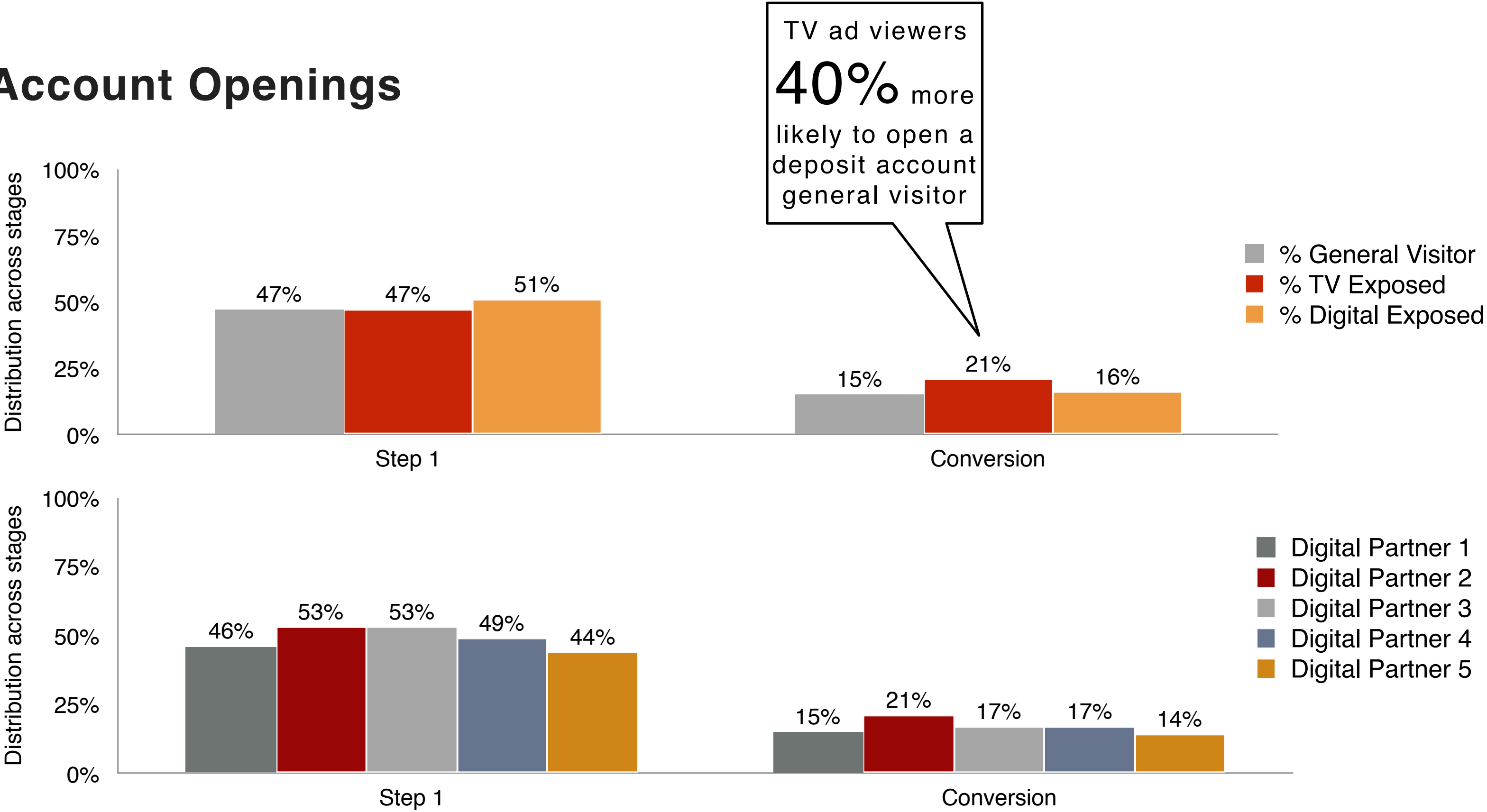
Exposure: Nov 1st 2017 to Jan 24th 2018 | Lookahead: 30 days

Conversion Insights: One Level Deeper

Beyond pure site visits, financial brands care about deeper actions on their site such as an account opening. In addition to comparing the overall effectiveness of TV and digital, this brand also compared each digital partner to understand the best means of driving account openings.



Account Openings



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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