

SPOTALYTICS TV IMPACT

DETERMINE THE TOTAL ROI OF YOUR TV CAMPAIGNS

Which campaigns were most effective this year? Is online video a full-fledged alternative for TV or a welcome addition? These are media issues that TV impact will clarify. The combination of our award-winning Spotalytics tool and the proven time-series analysis enables you to acquire and apply unique insights.

BENEFITS

BENCHMARKING AND BUDGET ALLOCATION

Define a reference point and build towards your best TV campaign ever. With all the campaign metrics clearly at your disposal, a valuable campaign benchmark arises for your brand. This will shed a light on successful campaign characteristics. Discover favourable periods and optimize your strategy. The results are shown e.g. in 'costs per visitor' (CPV). This way, the results of TV campaigns are comparable to the CPV of your online display and video campaigns.

COMBINE SPOTALYTICS IMPACT WITH SPOTALYTICS OPTIMIZE

Using Spotalytics Optimize as well? In this case, the insights become even more granular. Spotalytics Optimize offers detailed insights during the campaign that are directly applicable in-flight. Optimize in realtime on: channel, spot position, creative content, week (day) and time, and much more.

HOW DOES IT WORK?



Detailed information about campaign objectives, such as website visits or conversions, is collected automatically.



Influential factors are added and weighted based on time-series analysis. It goes without saying that the entire media effort will be analyzed: TV, radio, outdoor, online and print. The media commitment of competitors is taken into account as well. Even weather conditions, (school) holidays and periods. In addition, countless other factors can be included that are specific to a certain industry.



Subsequently, Spotalytics Impact determines the effect of TV campaigns by isolating all other variables such as: seasonality (year, month and day), economic trends and long-term brand effects, including the influential factors mentioned above.