Using TV Conversion Analytics To Increase Sales

Credit Services Company Case Study

iSpot.tv

Attention and Conversion Analytics For TV Ads
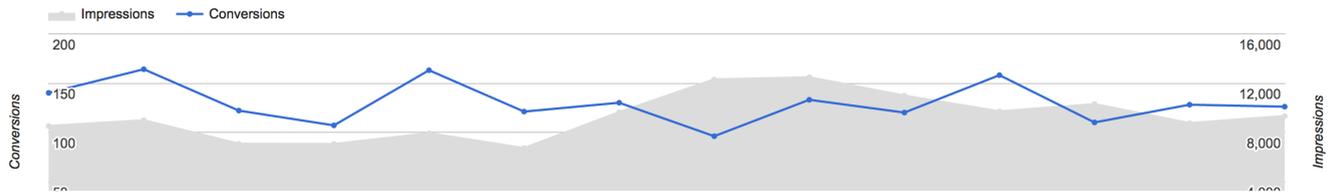
TV Conversions

Overview | Creatives | Media ▾ | Frequency ▾

Conversions Overview

TV Population Impressions	Total Conversion Events	Conversion Rate
235,703	1,818	0.770%

Matched Conversion Events vs TV Population Impressions

Executive Summary

A global credit services brand uses iSpot.tv analytics to measure the direct impact that TV advertising has on digital and mobile conversions. The company uses iSpot's TV Conversions technology to track web visits and mobile app downloads, matching these activities to its TV ad impressions using viewers' home IP addresses. (Impressions are derived from a panel of 10M+ Smart TVs.)

After optimizing a campaign to use more visuals to promote its mobile application, the brand saw a subsequent spike in mobile traffic and application downloads. The optimized campaign had a 0.74% conversion rate; a prior campaign that didn't call out the mobile application had a lower conversion rate of 0.61%. The conversion rate was calculated based on website sessions and app installs divided by TV impressions within the matched population. Conversions were based on a 14-day attribution window, but attribution windows can be dynamically changed from a range of 2 hours to 30 days. The brand continues to use iSpot analytics to track online and mobile conversion rates.

Challenges

In the past, the brand waited 90 days to receive basic placement and GRP (Gross Rating Point) data from an agency to review campaign performance on a network, show, or ad level. Management was unable to track the success of one campaign or media placement over another.

Beyond the reporting delay, there were other roadblocks: the brand's agency couldn't measure mobile traffic driven by its campaigns, and the web traffic it could track was limited to a short list of direct web channels. Moreover, the agency wasn't able to distinguish TV-generated leads from leads coming from other sources, such as SEM, SEO, and display partners. To determine its marketing ROI, the brand needed to track campaign performance more quickly and granularly.

❝ It's very important for us to capture traffic spikes in mobile and web channels. iSpot is really a key tool in helping us do that. ❞

How iSpot Helped

Before adding the TV Conversions module, the brand was already a subscriber of iSpot's TV ad measurement service. The service allows the brand to track real-time airings, spend, and impressions data for not only its own campaigns, but its competitors' as well. iSpot also provides attention analytics in the form of ad view rate and social engagement data. Ad view rate reveals how engaged viewers are while watching a commercial, while social engagement metrics reveal viewer response on social media. This is a major differentiator from the services the brand used in the past.

Now, with the added service of iSpot TV Conversions, the brand can seamlessly connect iSpot's ad tracking capabilities to its own first-party data. Web visits, registrations, conversions, and mobile web traffic driven by TV ads are tracked by an iSpot pixel embedded on the brand's web pages. A partnership with Tune, a software company specializing in mobile performance measurement, also allows iSpot to track mobile application downloads. These services are not only more comprehensive, but faster as well: the brand can view conversion reports at any time, and they are always up-to-date through midnight the previous day.

"It is very important for us to capture traffic spikes in mobile and web channels," remarked one of the brand's executives. "iSpot really is a key tool in helping us do that. It has been very valuable – both for our in-house marketing team as well as our agency partners – in determining the efficacy of all our campaigns."

Results

The brand released a new version of its creative that contained a specific call-to-action to download its mobile application. Partnering with iSpot, the brand's team was able to see the following:

↑30-50%

Traffic Spike

Overall, the new version was successful in driving mobile application downloads: client and iSpot tools showed a spike in mobile activity of 30 and 50 percent, depending on conversion type, that was directly attributable to the TV campaign.

↑44%

Campaign Reach

The campaign reached over 227M viewers in less than 4 weeks, procuring far more viewers than any other campaign in the Credit Services industry during the same timeframe. In fact, when comparing the creative to the second most-viewed campaign, which was released by a competitor, the brand's ad reached 44% more viewers.

↑0.74%

Conversion Rate

iSpot found that the new campaign yielded a conversion rate* of 0.74%.

* Conversion rate is the number of web site sessions and app installs divided by TV ad impressions within the matched population. Conversions were limited to a 14-day attribution window. iSpot offers a variety of attribution windows ranging from 2 hours to 30 days.

> " iSpot has been very valuable – both for our in-house marketing team as well as our agency partners – in determining the efficacy of all our campaigns." "

Results (Continued)

Diving into iSpot's TV Conversions module, the brand was able to view the following insights at the program, network, and creative level.
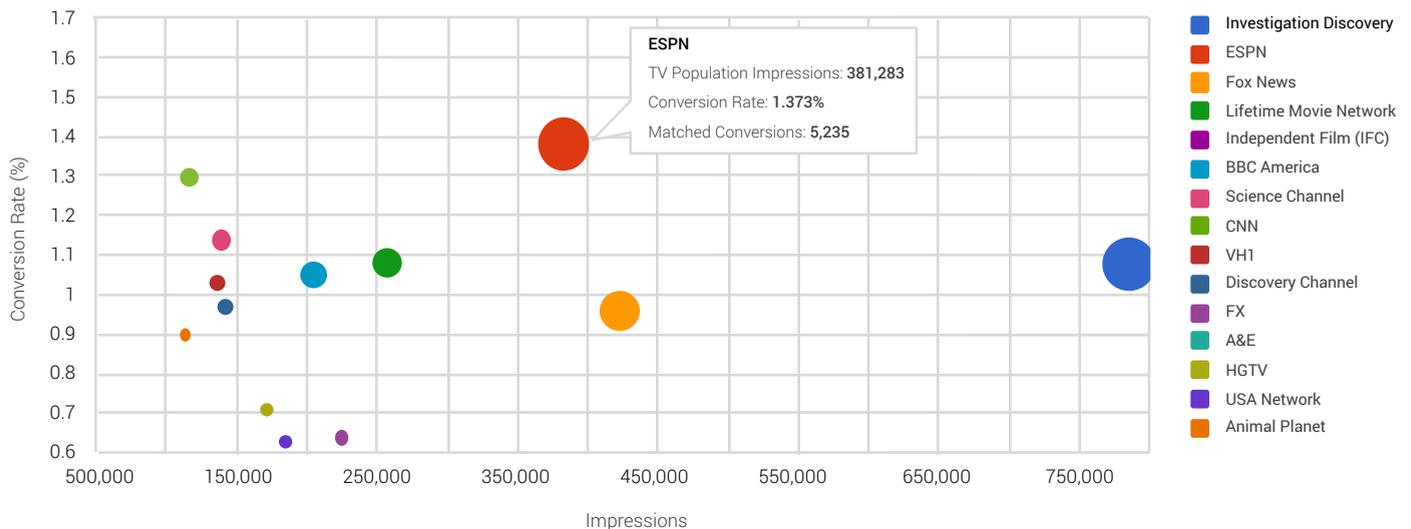
Creative Conversions

The new campaign had a 21% lift in conversion rate compared to an earlier version that didn't call out the mobile application. (The conversion rate rose from 0.61% for the previous creative to 0.74% for the targeted one.)
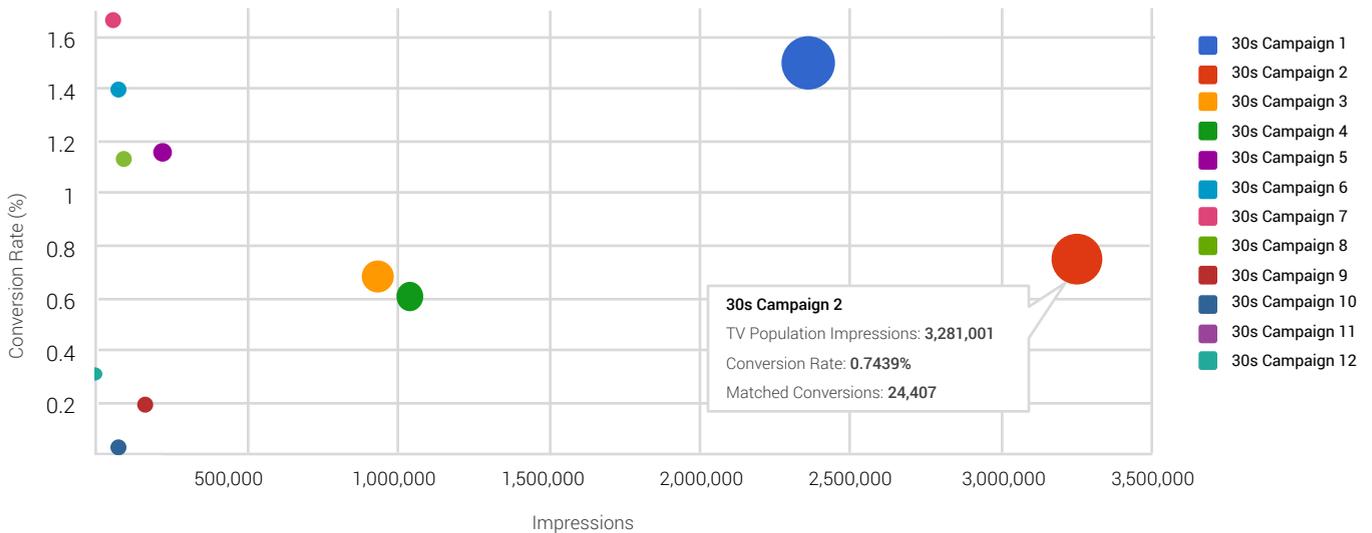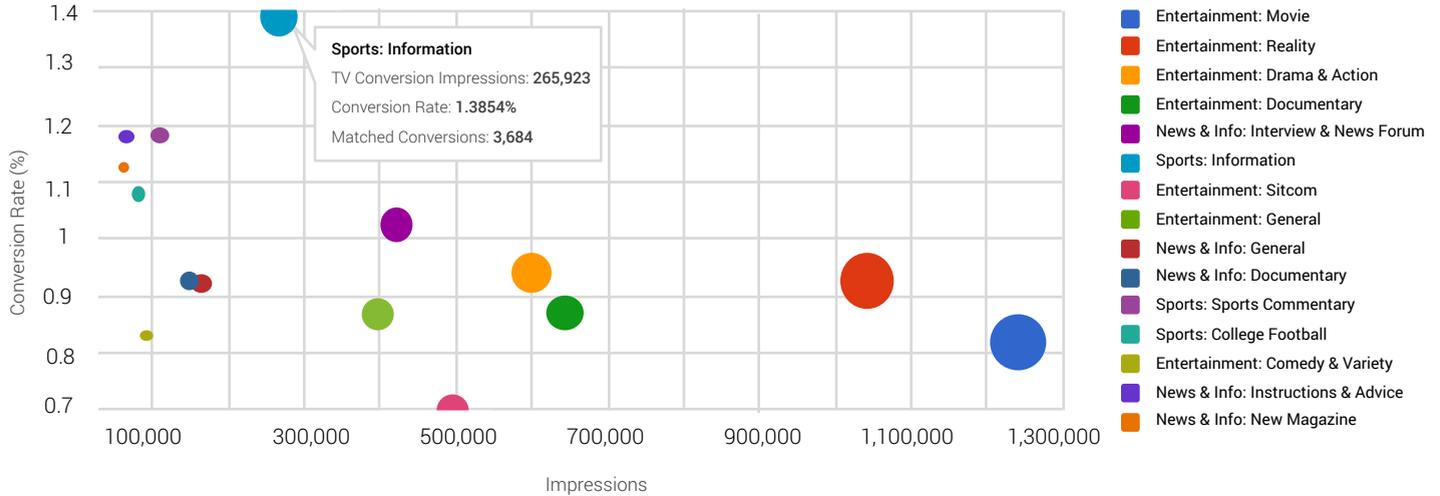

Network Conversions

The network ESPN was the biggest conversion driver for the brand, yielding a 1.37% conversion rate.

Show Genre Conversions

Sports Information programs were the biggest conversion drivers for the brand, yielding a 1.39% conversion rate. Sports Information includes sports commentary, highlights, and pre- and post-game shows.

Sports: Information
TV Conversion Impressions: **265,923**
Conversion Rate: **1.3854%**
Matched Conversions: **3,684**

Legend:
- Entertainment: Movie
- Entertainment: Reality
- Entertainment: Drama & Action
- Entertainment: Documentary
- News & Info: Interview & News Forum
- Sports: Information
- Entertainment: Sitcom
- Entertainment: General
- News & Info: General
- News & Info: Documentary
- Sports: Sports Commentary
- Sports: College Football
- Entertainment: Comedy & Variety
- News & Info: Instructions & Advice
- News & Info: New Magazine

(Chart: Conversion Rate (%) vs Impressions)

Future Plans

The brand continues to use the TV Conversions product on a daily basis to review and optimize campaign performance at the network, show, and creative level.

iSpot is now working with the company to enhance its analytics with customer-level segmentation data. "We want to identify the customers who watched a campaign at a certain time," said one of the brand's executives. "We'd love to see how struggling credit users are responding to certain ads, and how financially-savvy users are performing on others. That's an exciting direction we'd like to take."