



TURNING TV INTO ROI MACHINE:  
USING PURCHASE DATA TO TARGET  
AND ATTRIBUTE TV ADS

CARDLINX FORUM, NYC, APRIL 28, 2105

# ▶ CONSUMERS STILL WATCHING TELEVISION

## TV



An average person spends 34hrs a week watching traditional TV.



## DIGITAL

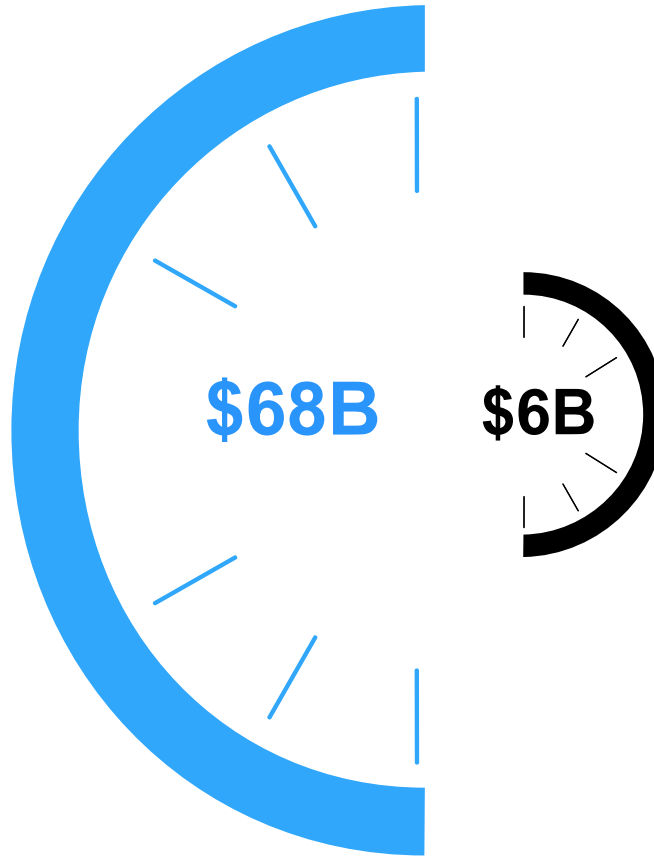


An average person spends 4hrs a week using the internet on the computer.



▶ TELEVISION CONTINUES TO GET LARGE SHARE OF VIDEO SPEND

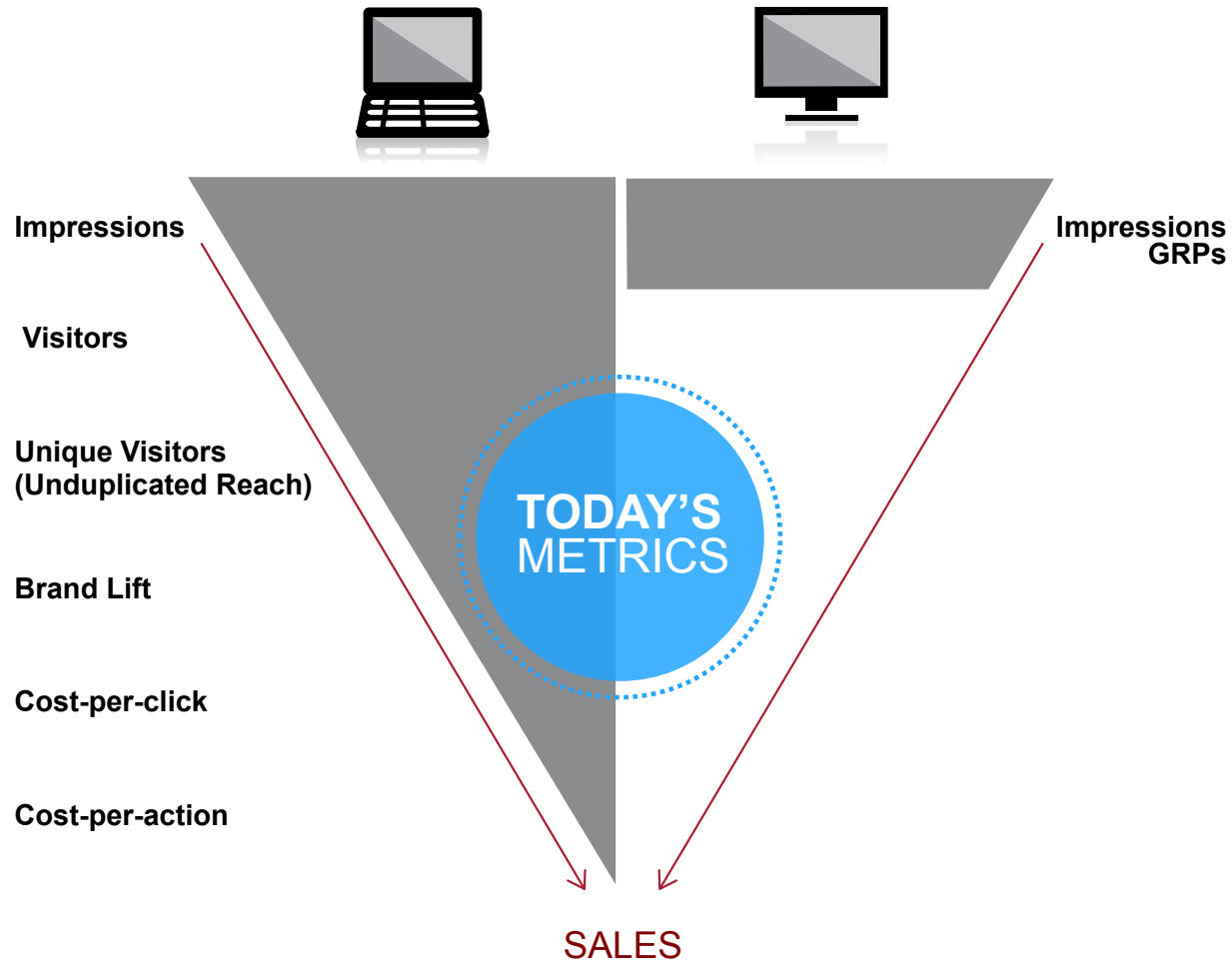
TV



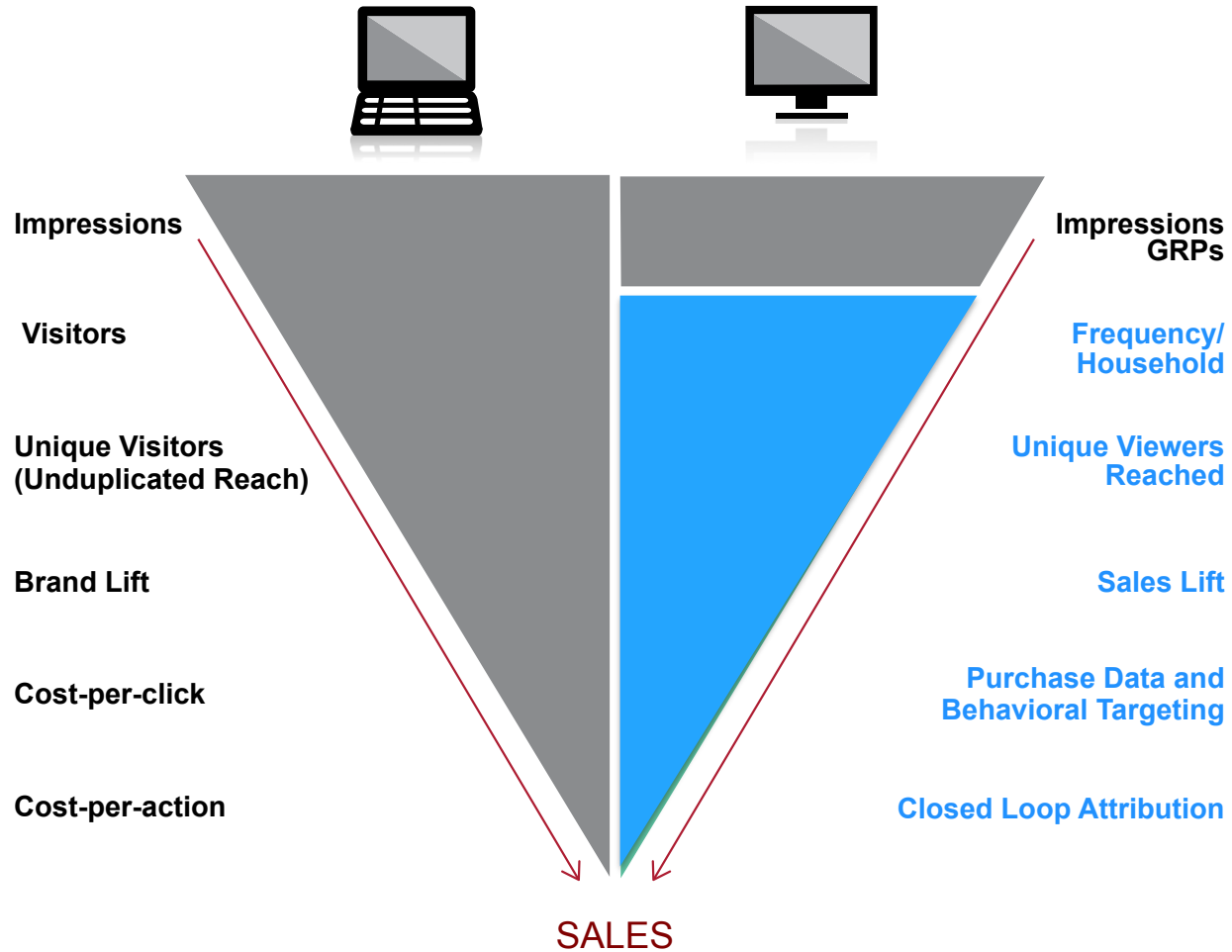
DIGITAL VIDEO



# ▶ TV HAS NOT BEEN ABLE TO COMPETE WITH DIGITAL FOR MEASUREMENT DEPTH



# ▶ THAT'S CHANGING



# ▶ IMPRESSIONS & TRANSACTIONS ALIGNED WITH TV CURRENCY

1



## MATCH AT IMPRESSION-LEVEL

- Uses device-level, second-by-second impression data from set-top-boxes
- Directly matches impressions to transactions at the household-level
- Executed using privacy-compliant, double-blind best practices with minimum matching thresholds

2



## CORRELATE TO NIELSEN CURRENCY

- Addresses geographic, viewing levels and demographic biases in device-level viewing data
- Applies proprietary algorithms to translate device-level households into Nielsen persons-level measures
- Methodology validated – and used – by Nielsen

3



## FACTOR & PROJECT

- Projected to national TV universe due to alignment with Nielsen Universe Estimates



# HOSPITALITY CASE STUDY

# ▶ THOSE EXPOSED TO TV SCHEDULE WERE 51% MORE LIKELY TO CONVERT

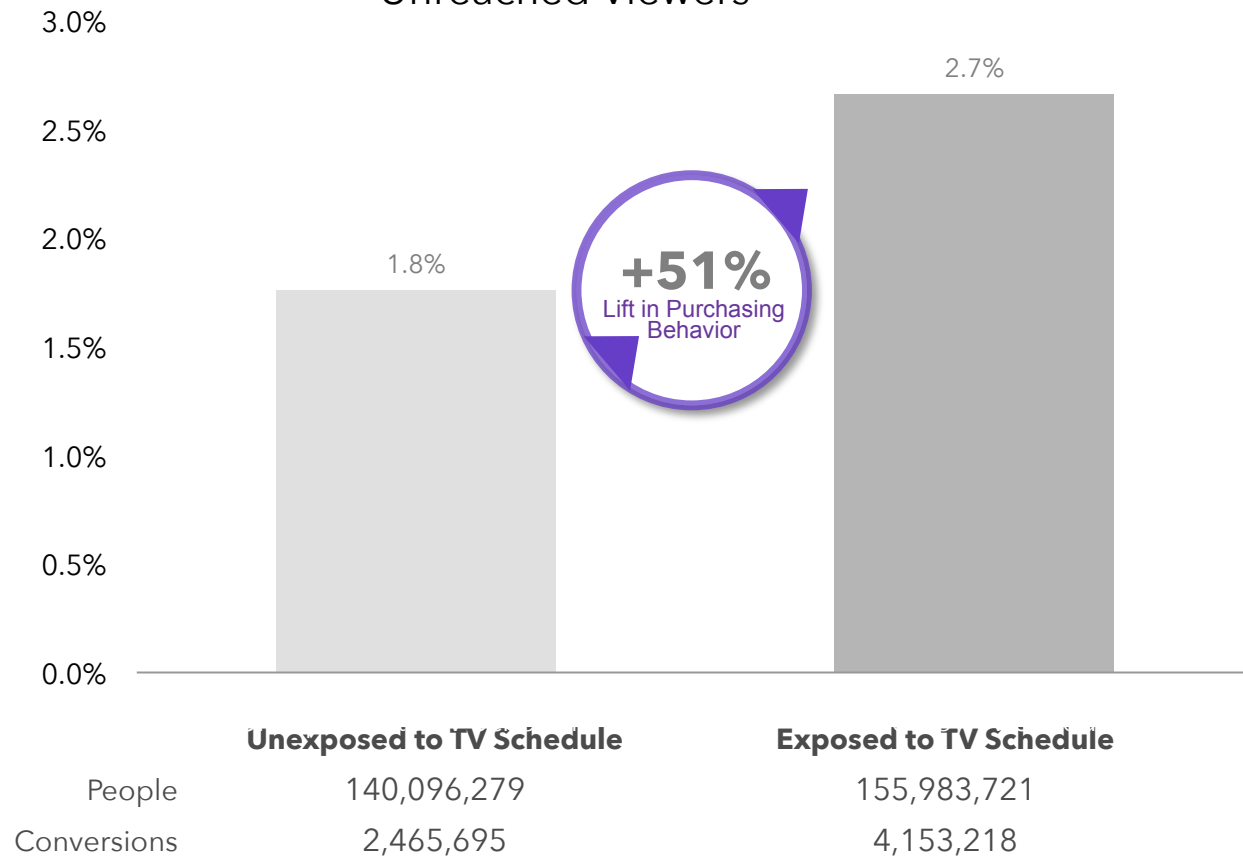
▶ **TARGET:**  
All Persons

▶ **TARGET SIZE:**  
296M

▶ **TIMEFRAME:**  
Sept-Nov 2014

▶ **SCHEDULE:**  
Both Simulmedia & Base

Overall Conversion Rate for Reached and Unreached Viewers





# ▶ THE OVERALL TV SCHEDULE DELIVERED A \$45.17 RETURN ON TV ADVERTISING SPEND

OVERALL RETURN ON AD SPEND CALCULATIONS	
Total TV Spend:	\$6,321,662
Overall P2+ Reach:	155,983,721
Unexposed Conversion Rate:	1.76%
Overall Conversions:	4,153,218
Expected Conversion Volume of Total Reach: <i>(P2+ Reach x Unexposed Conversion Rate)</i>	2,745,313
<b>Additional Purchasers Attributable to TV Schedule:</b> <i>(Overall Conversions - Expected Conversions)</i>	<b>1,407,905</b>
<b>Cost Per Acquisition (\$):</b> <i>(Overall Net Media Spend / Additional Purchasers Attributable to TV Schedule)</i>	<b>\$4.49</b>
Average Revenue Per Converter*:	\$202.82
<b>Additional Revenue Attributable to TV Schedule:</b> <i>(Additional Purchases x Average Spend Per Converter)</i>	<b>\$285,551,193</b>
<b>Return on Ad Spend (\$):</b> <i>(Overall Net Media Spend / Additional Revenue Attributable to TV Schedule)</i>	<b>\$45.17</b>

**\$4.49**  
CPA

**\$45.17**  
ROAS

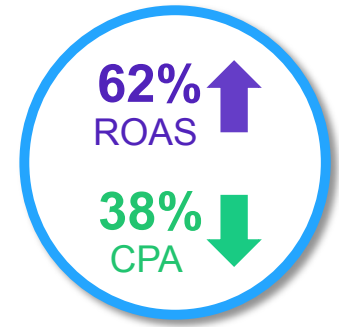
\*Rounded to the nearest cent

Source: Nielsen, Kantar Media Intelligence and Simulmedia a7. All metrics reported in unequivalized Nielsen Live commercial measures.

# ▶ SIMULMEDIA'S SCHEDULE HAD A HIGHER RETURN AT A LOWER COST PER ACQUISITION

A35-64						
Plan	Ad Spend	Total Reach	Conversions	Conversion Rate	ROAS	CPA
<b>Base</b>	\$4,871,662*	64,654,795	1,331,055	2.06%	\$8.04	\$25.22
<b>Simulmedia</b>	\$1,450,000	44,323,509	873,494	1.97%	<b>\$13.06</b>	<b>\$15.52</b>

Broader demo had significant room for efficiency increases



\* Based on Kantar Ad Occurrence Data

Source: Nielsen, Kantar Media Intelligence and Simulmedia Audience Insights Database. All metrics reported in unequivalized Nielsen Live commercial measures.

▶ **SEGMENT A HAD THE HIGHEST RETURN AND LOWEST COST PER ACQUISITION**

OVERALL: CARDHOLDERS (LIVE)			
Audience Segment	Total Reach	ROAS	CPA
Segment A	10,057,940	\$67.67	\$3.00
Segment B	4,871,566	\$39.42	\$5.15
Segment C	675,843	\$9.69	\$20.93
Segment D	208,810	\$4.25	\$47.77
Segment E	153,419	\$3.22	\$62.98

**+ SIMULMEDIA CAN MEASURE PERFORMANCE AGAINST ADDITIONAL CUSTOM TARGETS AND PROPRIETARY AUDIENCE SEGMENTS**

Source: Nielsen, Kantar Media Intelligence and Simulmedia Audience Insights Database. All metrics reported in unequivalized Nielsen Live commercial measures.

# ▶ OLDER ADULTS HAD A MUCH LOWER COST PER ACQUISITION

OVERALL: DEMO/AGE BREAKS (LIVE)				
Target Measurement	Total Reach	Conversion Rate	ROAS	CPA
M65+	21,836,086	3.05%	\$9.04	\$22.44
F65+	22,909,662	2.80%	\$7.64	\$26.53
M55-64	18,364,438	2.70%	\$5.54	\$36.62
F55-64	17,102,738	2.60%	\$4.61	\$44.00
M45-54	15,107,284	2.56%	\$3.88	\$52.31
F45-54	14,079,079	2.47%	\$3.21	\$63.24
M35-44	9,171,301	2.63%	\$2.56	\$79.23
M25-34	6,972,890	2.64%	\$1.97	\$103.02
F35-44	8,681,967	2.39%	\$1.75	\$115.58
F25-34	6,365,031	2.46%	\$1.43	\$141.88
M18-24	3,108,309	2.60%	\$0.84	\$242.12
F18-24	2,697,700	2.34%	\$0.50	\$404.03

**+** SIMULMEDIA DISCOVERS DEMOGRAPHIC INSIGHTS TO FIND THE BEST FIT FOR UPCOMING CAMPAIGNS

Source: Nielsen, Kantar Media Intelligence and Simulmedia Audience Insights Database. All metrics reported in unequivalized Nielsen Live commercial measures.

▶ **\$75K - \$99K INCOME RANGE HAD THE HIGHEST RETURN AND LOWEST COST PER ACQUISITION**

OVERALL: HOUSEHOLD INCOME (LIVE)				
Target Measurement	Total Reach	Conversion Rate	ROAS	CPA
<b>\$75-99K</b>	<b>21,444,276</b>	<b>2.83%</b>	<b>\$7.36</b>	<b>\$27.55</b>
\$60-74K	17,811,359	2.91%	\$6.57	\$30.86
\$125+	13,836,539	3.04%	\$5.68	\$35.69
\$30-39K	18,870,959	2.60%	\$5.09	\$39.88
\$40-49K	17,767,070	2.62%	\$4.90	\$41.37
\$100-\$124K	10,779,853	2.95%	\$4.12	\$49.28
\$50-59K	13,406,542	2.69%	\$4.00	\$50.70
\$20-29K	17,796,117	2.44%	\$3.88	\$52.24
>\$10K	8,558,349	2.33%	\$1.57	\$129.59
\$15-19K	6,941,390	2.22%	\$1.02	\$197.98
\$10-14K	8,771,267	2.09%	\$0.93	\$218.40

**+** OPTIMIZE MEDIA DELIVERY TOWARD AUDIENCES WHERE AD DOLLARS SHOW POSITIVE IMPACT ON PURCHASING BEHAVIOR

Source: Nielsen, Kantar Media Intelligence and Simulmedia Audience Insights Database. All metrics reported in unequivalized Nielsen Live commercial measures.

# ▶ HOUSEHOLDS EXPOSED TO TV SCHEDULE HAD LARGER AVERAGE BASKET SIZE THAN UNEXPOSED VIEWERS

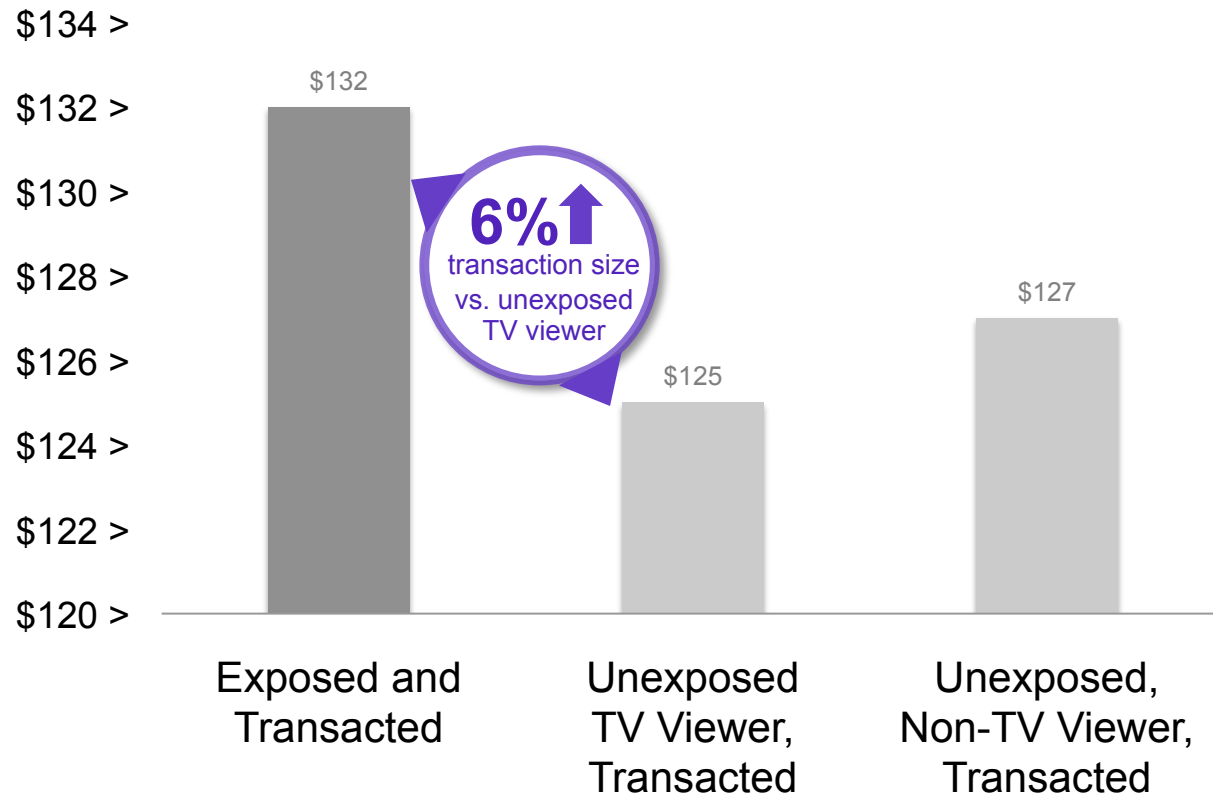
▶ **TARGET:**  
P2+

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296M

▶ **TIMEFRAME:**  
Sept-Nov 2014

▶ **SCHEDULE:**  
Both Simulmedia & Base

Transaction Size by Ad Exposure



# THANK YOU

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