Analytics & Attribution

TiVo's Analytics and Attribution reporting solutions provide advertisers, agencies and media brands with targeting capabilities and actionable insights, enabling them to optimize campaign efficiency and measure ad effectiveness. Whether you're referencing past behavior or want to activate on viewership predictions, TiVo is a trusted partner for helping you become better informed across KPIs.

★ Benefits you can rely on:

- Report against two million active households
- Employ a single-source household-level match
- Utilize data nationally representative of U.S. TV households
- Activate against second-by-second data
- Close the loop with best-in-class attribution studies using actual purchase or visitation data to measure ad effectiveness and ROI
- Reach desired verticals, including CPG, retail, auto, pharma, QSR and finance

Make better decisions with best-in-class analytics.
TiVo's analytics solutions can solve for a variety of pre- and post-planning needs against an advertising campaign.

Utilize the Targeted Audience Delivery platform to pull automated index reports using first- or third-party behavioral data and/or ad exposure data. The platform also serves as the foundation for a variety of custom analyses, such as campaign impact on purchase or visitation, cross-platform sales lift, media attribution and TV tune-in.

Reports available now:

- *Audience Ranker* – Details the ratio of the purchaser target rating to the total U.S. rating. An effective tool for improving ad campaign performance, it allows you to build targets based on viewing behavior, brand preferences and purchasing habits.
- *Reach and Frequency* – Measures a campaign's reach and frequency among key customer targets.
- *Audience Retention* – Evaluates retention of program content, ads or commercial pods in an effort to drive ratings and/or successfully structure commercial content. Retention metrics can be examined by network, program, day of the week, daypart, pod position and creative execution.
- *Attribution* – Close the loop on campaign sales impact by measuring TV/digital ad exposure and linking to purchase, visitation and other campaign KPIs.

Our reporting solutions can help you answer questions, including:

- Which TV networks, dayparts and programs should I include in my ad campaign to drive sales/visitation utilizing first- or third-party data?
- What is the incremental revenue or retail visits resulting from consumer exposure to my ad campaign?
- Which TV networks, dayparts and programs should be included in my ad campaign to drive TV tune-in?
- How can I measure which TV networks or digital ad placements drove TV tune-in?
- How can I find a specific TV audience to target in a digital buy?
- How can I find viewers of the first season of a current TV program, so I can target them with promos for the second season?
- Which creative messaging (TV or digital) resulted in greater sales conversion?
- Which ad format (TV or digital) resulted in greater sales conversion?

Need metrics that aren't included in the above? We can help. Contact your TiVo representative and we'll find a way to meet your needs.