



# Cable TV Tune-In - Scripted Drama

A leading cable network's cross-platform ad campaign yields 15% tune-in conversion.

### Objective:

A major cable TV network wanted to measure the effect of a cross-platform promotional ad campaign on tune-in to the second season of its original scripted drama series. The analysis included tune-in to 10 original telecasts. The network approached TiVo to quantify the reach and impact of single and combined elements of its ad campaign (TV, digital, mobile, out-of-home) on viewership. The findings across platforms, networks and websites would inform future promotional media plans.

### Methodology:

TiVo utilized its single-source data solution to gauge the effectiveness of the advertising campaign. We provided a 1:1 deterministic match of our TV set-top box viewing data to the digital and mobile exposure data via Live Ramp, a safe-haven matching partner. Collection of out-of-home exposure data was handled by NinthDecimal and matched to TiVo data via Live Ramp using a probabilistic approach.

### Channels:

- 21 TV networks
- Eight digital/mobile website providers
- Six out-of-home locations in two top 10 markets

## FINDINGS:



### THE AD CAMPAIGN WAS A SUCCESS

Overall conversion was positive and steadily grew with the layering of each additional marketing element.



### TV + DIGITAL = A WINNING COMBINATION

The combination of TV and digital yielded an exposed conversion rate of 15%, which was 10 times higher than the conversion rate of viewers with no exposure to the ad campaign.



### PAID PROMOTION IS MOST EFFECTIVE WITH TV

TV was the most effective medium for paid promotion, followed by out-of-home and digital placements.

