



Cable TV Tune-In - Reality Series

Combined TV and digital advertising drove a 9% conversion rate – 30 times higher than those not exposed to the campaign.

Objective:

A major cable TV network wanted to promote the premiere season of a reality series and analyze the impact of that promotion on tune-in to the first three program telecasts in aggregate (original and repeat airings). The network's goal was to measure the reach and impact of single and combined elements of its ad campaign (national and local TV, digital) on viewership to the program. The findings would inform future promotional media plans.

Methodology:

TiVo utilized its single-source data solution to measure the effectiveness of the campaign. We provided a 1:1 deterministic match of our TV set-top box viewing data to the digital exposure data via Live Ramp, a safe-haven matching partner.

Channels:

- 17 TV networks
- Four digital website providers

FINDINGS:



TV + DIGITAL = A WINNING COMBINATION

The combination of TV and digital advertising drove an exposed conversion rate of 9%, which was 30 times higher than the conversion rate for viewers with no exposure to the promotional campaign.



TWO AD PLATFORMS ARE BETTER THAN ONE

Conversion grew when viewers were exposed to both paid TV and paid digital promotion, as compared to advertising on either single platform alone.

