

UTILISING TV ATTRIBUTES TO TARGET ONLINE AD CAMPAIGNS



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THE TWORLD AUDIENCES SUMMIT 2014 SCREEN CES

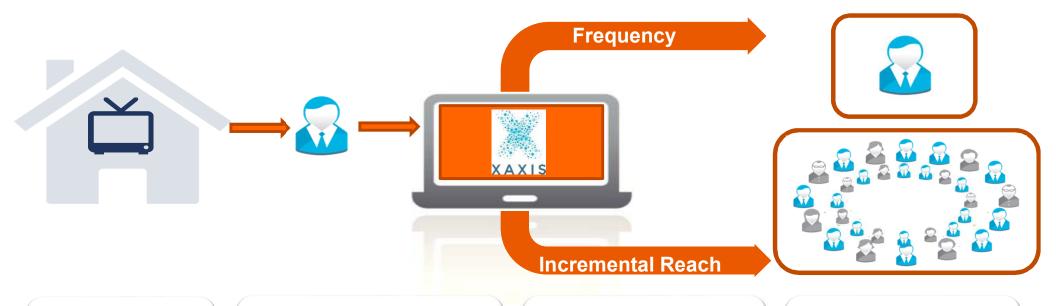
ABOUT ME

- Joined Xaxis in March from Nielsen
- Worked for Liberty Mutual
- Taught Data Mining at UCF
- > Ph.D. in Statistics from UCSB





XAXIS TV EXTENSION & HOW IT WORKS



Kantar Media TV Audiences

Audience Segments
Appended To
I-Behavior Database

Modeled and Connected to Online Consumers

Online Plan Executed





HOW YOU CAN USE TV EXTENSION

INCREASE CAMPAIGN EFFECTIVENESS BY RE-MESSAGING USERS BASED ON TV EXPOSURE AND PURCHASE DATA

Increase Frequency (Retargeting)

Increase Reach

Competitive Conquesting

Cross Platform Analytics

Close the loop with Kantar & IBehavior's ability match back data to your TV buy Measure brand awareness and purchase intent with an online brand effectiveness study





HOW TV DATA CAN BE USED FOR TARGETING



PROGRAMS/ GENRES Sports, Sitcoms, Documentaries, Soap, Cartoon, Travel/Holiday, Kids/Children, Drama, Makeover, News, Cooking, Reality, Comedy, Music, Home Improvement, Awards, etc.

DAYPARTS

Morning, Daytime Network, Daytime Cable, Prime Access,

Primetime, Cable Primetime, Late Night, etc.

VIEWERSHIP

Light, Medium, & Heavy TV Watchers

HH ATTRIBUTES

HHI, Number of Adults/Children in the HH



SHOW CLUSTER

"Heavy Viewers of American Idol, X-Factor, The Voice ..."

BRAND RETARGETING

"Exposed to your TV ad 4 or more times"

COMPETITIVE TARGETING VIEWING HABITS

"Exposed to 'Brand B' TV ad 3+ times"



THE WORLD JAUDIENCES SUMMIT 2014 SCREEN

"Light TV viewer making \$100K+ a year"



Mission:

Increase online/offline product sales by reaching online apparel purchasers

Step 1:

Define exposed/non-exposed TV audience for national TV brand schedule

Step 2:

Match TV audience to 190M online apparel consumers (iBehavior)

Step 3:

Import the exposed online purchasing audience to determine their TV tuning behaviors

Step 4:

Delivered results to GroupM and agency trading desk, Xaxis





DRIVE ONLINE SALES LIFT BY INCREASING FREQUENCY TO AUDIENCES EXPOSED/NOT EXPOSED TO THE BRAND'S MASS TV COMMERCIALS

Parameters

- Target: Men 25-49, with medium-heavy exposure to 4Q13 TV schedule
- Flight:2 month flight
- Creative: Standard display banners

Plan Details

- Site: Xaxis TV Extension (Xaxis Network)
- Strategy: Use Kantar TV data to increase frequency against the TV target in high-reach/efficiency media
- KPIs: Understand product sales/conversion differences between TV targeted and behaviorally targeted audiences

XAXIS

RESULTS: TV AUDIENCE SEGMENT DROVE HIGHER CONVERSIONS, HIGHER ROI, & MORE QUALIFIED LEADS

- > ROI: TV Audience performed 42% better than the traditional online planning
- > CPO: TV Audience was 27% more efficient than the traditional online planning audience
- > Click to Conversion Rate: TV Audience performed 82% better than the traditional online planning audience

Audience	Impressions	Clicks	CTR	CR	CTR/CR	Orders	Product Sales	ROI
Digital Audience Extender	22,346,065	7,375	0.03%	0.0009%	2.75%	203	\$13,478.52	\$0.32
Traditional	13,108,770	5,427	0.04%	0.0006%	1.50%	82	\$5,243.40	\$0.23





RESULTS – BETTER MEDIA DECISIONS

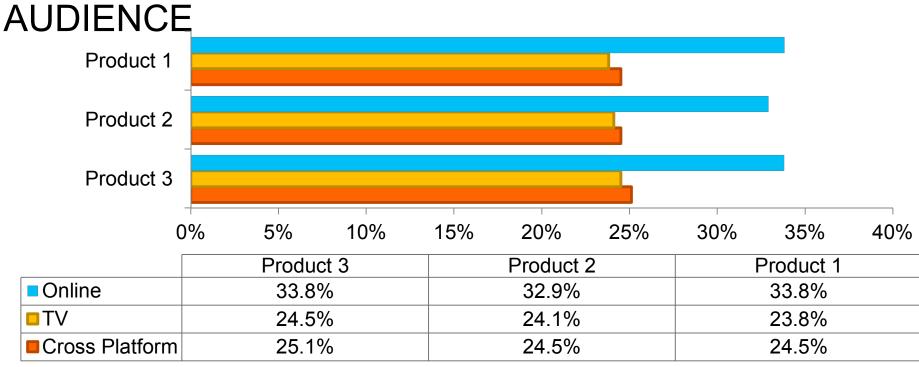
Channel	Title	Rating(%)	Index [Homes]
CNN		0.4	175
	CNN Special Presentation: The Life of Miley	10.0	126
	Early Start With John Berman & Zoraida Sambolin	2.3	163
	Legal View With Ashleigh Banfield	0.6	210
	New Day Saturday	2.9	103
	The Assassination of President Kennedy	2.6	137
	The Justin Timberlake Experience	3.1	115
FOX NEWS		0.8	95
	America's News Headquarters	0.5	74
	America's Newsroom	0.1	10
	FOX and Friends	4.2	188
	FOX and Friends First	0.1	39
	FOX and Friends Saturday	1.1	145
	FOX and Friends Sunday	2.0	278
	On the Record With Greta Van Susteren	0.5	54
	Special Report With Bret Baier	1.5	118
	The Five	1.3	185
	Your World With Neil Cavuto	2.2	242
FOX BUSINESS		0	0

Source: Kantar Media Audiences/iBehavior - Indices Based On Online Product-purchasing HHs





DIGITAL WAS MORE EFFECTIVE THAN TV IN DELIVERING IMPRESSIONS TO THE IN-TARGET







Data Source: Nielsen XCR, Nielsen NetView June 2013

ONLINE ANALYTICS TO COMPLIMENT TV EXTENSION

AUDIENCE COMPOSITION

CONVERSION ATTRIBUTES

BRAND AWARENESS

TV TUNE IN

- Demographics
- Interests
- User profiles that are most likely to convert
- Optimal frequency
- Day of week
- Dayparts
- DMA

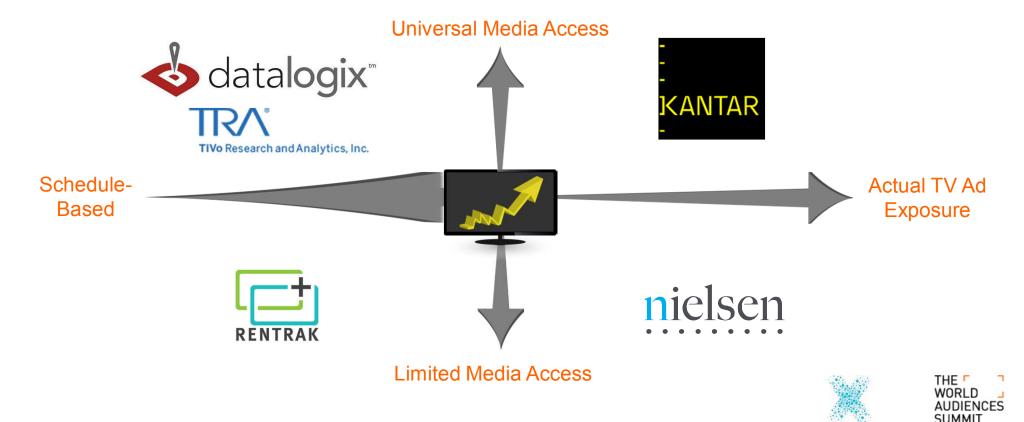
- Measure lift in brand awareness & purchase intent of exposed vs. unexposed audiences
- Track programming watched by exposed & converted audiences





TV DATA PROVIDER MATRIX:

EASE OF PLANNING AND UNIVERSALITY



XAXIS

2014 SCREEN EXPERIENCES

CONCLUSION: BENEFITS OF TV EXTENSION

- Drive show/product awareness by reaching TV audiences through online only campaigns
- Increase brand awareness and viewing/purchase intent by re-messaging users who have seen your television
- Better understand your brand's TV audience composition with online analytics via CTR, VCR, and conversions
- Grow your market share by delivering online ads specifically to views of your competitors commercials





