

DATA . TECHNOLOGY. TELEVISION.



ACTIONING WITH DATA ON TELEVISION



[Household-Level Addressable]

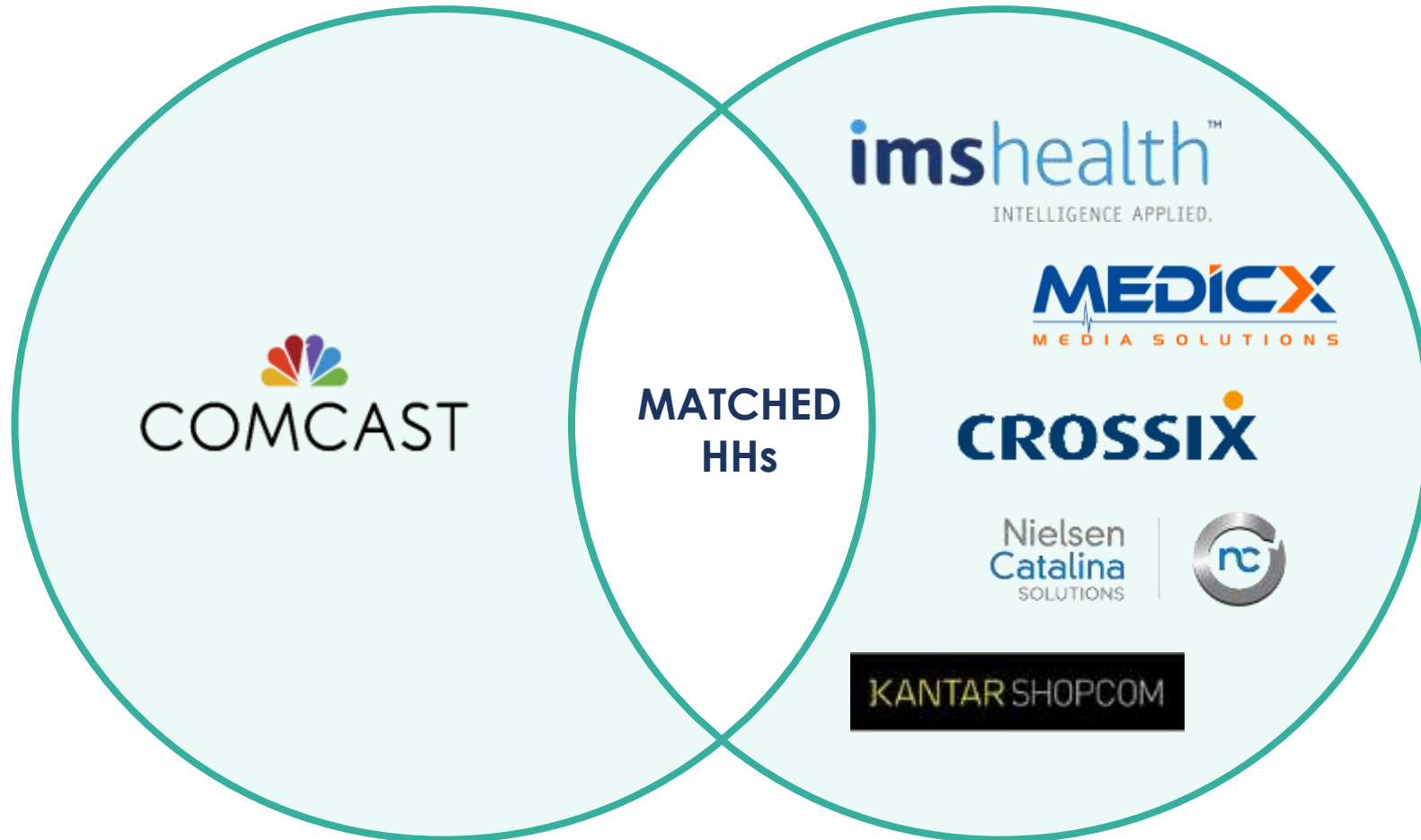


[Zone-Level Addressable]

TARGETED TELEVISION MATCHING PROCESS

[COMCAST]

[DATA]



HOW ADDRESSABLE TV WORKS

[AUDIENCE BASED BUYING IN TV]

Maximize effectiveness by delivering ads only to households in your brand's true target



OUT OF TARGET



IN TARGET



OUT OF TARGET



IN TARGET



OUT OF TARGET



OUT OF TARGET



IN TARGET



OUT OF TARGET

ADDRESSABLE IS RECOMMENDED WHEN...



Size

Target must be 5%-30% of US HHs



Targeting

Ability to leverage third party data sets and/or client lists for targeting



Measurement

Access to direct or third party sales data to provide closed loop ROI analysis and/or brand effectiveness study



Economics

Efficient CPM against Segment –
CPM should be below the current eCPM -
Never buy at eCPM



Creative

All providers can accept :30 & :60 spots

MEASUREMENT OPPORTUNITIES



[Increase in Rx or Sales]
[Increase in Dr. Visits]

[Increase in Web Traffic]

[Change in Brand Health]



MEASUREMENT OPPORTUNITIES

RX SALES IMPACT

1:1 Test vs. Control



Her HH played the ad 1+ Times



Her HH did not see the ad

MEASUREMENT OPPORTUNITIES

RX SALES IMPACT

Cable Zone & DMA Linear TV

4.1:1 ROI

15% LIFT IN NEW STARTS

25% LIFT IN RETENTION-EXISTING PATIENTS

MEASUREMENT OPPORTUNITIES

RX SALES IMPACT

Cable Zone Linear TV

3:1 ROI

2.6x LIFT IN NEW PATIENTS

18% INCREASE IN DIAGNOSED VISITS

6% INCREASE IN PRIOR USERS RETURNING FOR NEXT DOSE

MEASUREMENT OPPORTUNITIES

RX SALES IMPACT

Cable Zone Linear TV

2.9:1 ROI

73% CONVERSION RATE

24 AVG EXPOSURE TO CONVERSION-NEW PATIENTS

QUESTIONS?