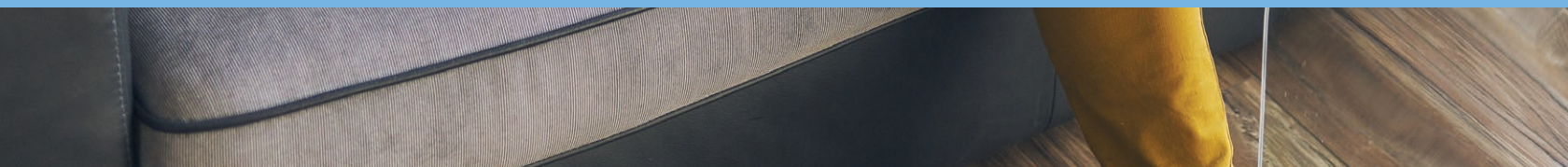
clypd

TVISION

Beyond Impressions:

Using Data to Improve Advertising Effectiveness



Beyond Impressions: Using Data to Improve Advertising Effectiveness

In the last few years, TV advertising has moved beyond deals based on age and gender targets to more advanced targeting. These advanced targets reflect peoples' behavior, attitudes and intentions, and use data from first party and third party sources to better meet advertisers' objectives.

To enable this advancement, clypd's platform enables the creation of TV campaigns that optimize advanced target impressions delivery. Typically we see improvements in delivery of advanced target impressions of between 20% and 100% compared to un-optimized schedules. The variation in improvement is often constrained by the advertiser/agency requirements: when specific networks/dayparts/programs are demanded, the delivery of advanced audiences is reduced compared with unfettered access to all inventory. This might seem to be a sub-optimal strategy – why not advertise in any network, daypart or program as long as it delivers the required audience?

A simple answer to this question is that not all impressions are created equal. Key elements that are critical when assessing the value of a TV schedule are:

1. **Reach/Frequency**: Most advertisers would rather have a campaign that delivered 120 GRPs with a reach of 40 and average frequency of 3 than a campaign that delivered 150 GRPs with a reach of 15 and average frequency of 10. Piling up impressions with excess frequency is not the most effective way to raise awareness and create positive impressions of a brand.

2. **Engagement/Attention**: Different programs and dayparts attract different attention levels: people who are more actively engaged in a program are more likely to remember ads in the program and think positively about the brands than a show that is only vaguely interesting and rarely distracts viewers from focusing on their social media accounts. The case study below focuses on this particular element.

3. **Context**: While related to engagement, the alignment of the ad with the content can also be important for effectiveness. For example, an ad for cars in an auto race is likely to resonate more than an ad for household cleaners, which may be better placed in a home improvement show.

4. **Creative**: This is perhaps the single most influential element: telling a compelling story that connects with consumers is key.

Put simply, there is more to effective advertising than sheer numbers of impressions. Constructing a schedule with network and daypart or constraints is one way to reflect that fact and incorporate these other elements. Cutting to the chase, if you knew that Schedule A would deliver a better overall return on your advertising dollar than Schedule B, it would be a simple decision to choose Schedule A.

As more data become available to provide insights into these elements, schedule assessment and optimization using data driven decision-making is becoming possible. This leads us to the concept of scoring inventory. Typically, available advertising units are classified in terms of network, daypart, program and impressions data, and these data can be enhanced with other information such as engagement/attention scores or even effectiveness assessments. This is what we mean by inventory scoring.

These additional scores can be used to compare schedules – whether past or future, and can also be used as inputs into the creation of schedules optimized on delivery of "engaged impressions" or "maximum ROI reach." This then justifies the loosening of constraints on the traditional network/daypart guardrails as the additional insights provide a more direct assessment of the inventory value than the proxy value that network/daypart confers. It would also provide some verification of many of the assumptions that buyers and sellers have about the value of inventory.

While the idea of inventory scoring is compelling, there are some issues that need to be addressed to make it work:

1. The data integration needs to be seamless to reduce error and increase speed of turnaround. At clypd, we have created a standard format for linear TV inventory scores (available on request) that

can be used across any TV viewership dataset. This Aggregated Data Feed (ADF) format provides inventory scores by network by daypart/quarter hour for any audience category – demo or advanced audience. These scores can be audience estimates or indices, related to viewing, attentive viewing or conversion likelihood. Data provided in this format can be automatically uploaded into the platform for schedule optimization.

2. The inventory scores need to be integrated with media owner available inventory, associated rates, and audience estimates.

3. More subtle interactions in terms of exposure frequency and attention should also be considered, and if there is evidence that attention is affected by exposure frequency, that should also be built in.

Case Study

Creating a Schedule Focused on Attention

To create a case study to assess how viewer attention can influence schedule mixes, clypd collaborated with TVision, incorporating TVision's proprietary attention-based metrics into clypd's schedule optimization platform. TVision uses computer vision technology to measure when its panelists are in the room, and then identifies people's eyes on the TV screen as a means of assessing viewer attention. From this, attention factors can be generated and attentive audiences can be estimated within programming and advertisements.

What We Did

1. TVision created an attention score file in clypd's ADF format, for ad-supported national cable networks available in clypd's platform. clypd uploaded this file into a test version of clypd's schedule optimization platform.

2. clypd created two schedules with the same budget and CPM requirements. The first was a standard "benchmark" deal built against the required CPM while using basic inventory facts –the network, daypart/selling title, the estimated impressions and the price. The second used the attention scores as an additional element, with the schedule optimized towards improving attention while maintaining acceptable reach and of course, delivering the required CPM.

Results

A screenshot of the proposal summary created in the clypd platform is given below. Results are given for the "benchmark" – the standard deal without attention scores, and the deal optimized deal towards attention scores. For both, basic impressions/GRPs and estimated "attentive audience" and ratings (TRPs) are given. The standard proposal delivers 10.3 million impressions of attentive audience while the optimized proposal delivers 14.4 million: 40% more for the same budget.

Flight Proposal Summary

				2Q18											
				Estimated Primary A/G Target					Estimated Advanced Target						
Proposal	Cost	Total Units	EQ. Units	CPM	Imp. (000)	GRPs	Reach % / (000)	Avg. Freq.	CPM	Imp. (000)	TRPs	Reach % / (000)	Avg. Freq.	Rating Index	Daypart Mix (% by Primary Imp.)
Benchmark	$560,000	224	224.0	$10.50	53,333	22.19	10.3% 24,855	2.1	$54.25	10,323	4.30	N/A N/A	N/A	19	EARLY MORNING: 6.2% DAYTIME: 30.3% EARLY FRINGE: 18.2% PRIMETIME: 8.4% LATE NIGHT: 2.8% OVERNIGHT: 4.2% WEEKEND DAY: 29.8%
Advanced Target Optimization	$560,000	398	398.0	$10.50	53,297	22.19	8.4% 20,223	2.6	$38.80	14,432	6.01	N/A N/A	N/A	27	EARLY MORNING: 5.6% DAYTIME: 28.6% EARLY FRINGE: 14.2% PRIMETIME: 39.0% LATE NIGHT: 9.9% OVERNIGHT: 1.1% WEEKEND DAY: 1.5%
Requested Specs	$560,000	-	-	$8.00	18,750	-	-	-	-	-	-	-	-	-	-

** The proposals were created on June 20, 2018 at 11:33 AM EDT*

This improvement is obtained by shifting network and daypart mixes within specified bounds while respecting budget and CPM constraints. For dayparts, this means increasing primetime and late night, and reducing weekend day and overnight – a logical shift (Figure A).

There were some noticeable shifts by network, with the largest network in the standard proposal reducing GRP share from 41% to 2% in the optimized proposal. Conversely, another network (#3 in the chart below) increased from 9% to 42% (Figure B). These shifts are a consequence of both attention and price – Network 3 inventory may not have the outright highest attention but it will have inventory that delivers attentive impressions at a price that works well for the CPM requirement of the deal. Other more attentive inventory may be priced too highly.

FIGURE A

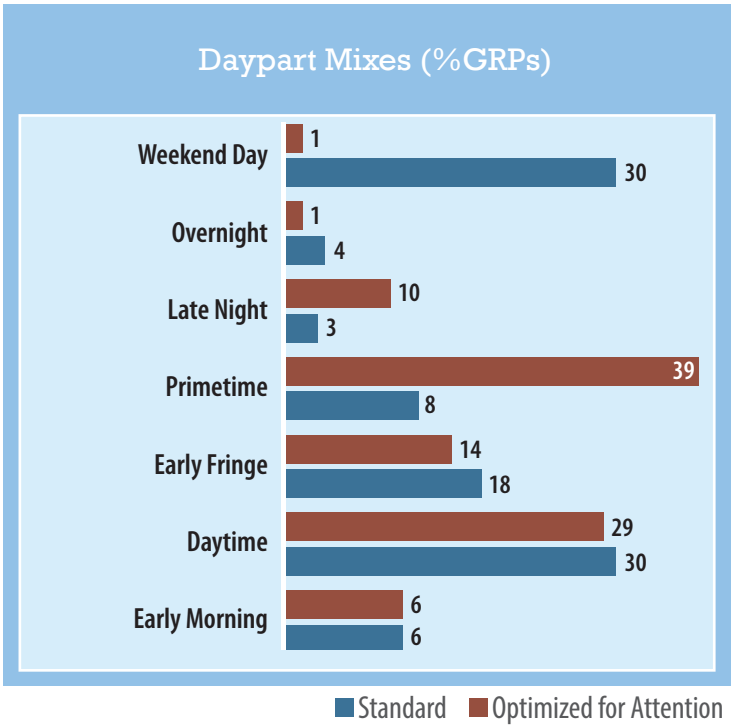
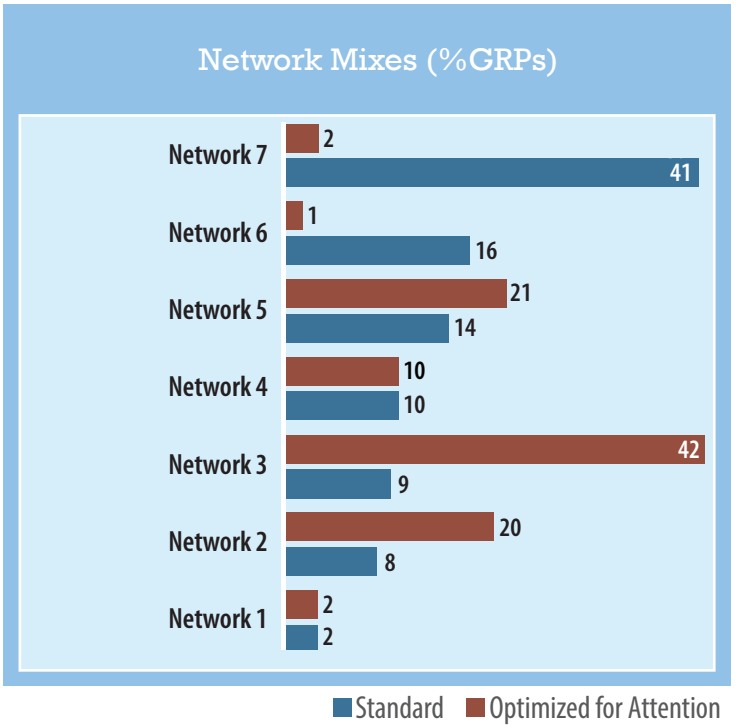


FIGURE B



Attention to Outcomes

Using TVision data and clypd plan optimization, you can increase attention to your message, driving key results, without needing to increase your overall media budget. While it makes intuitive sense that more eyes on your message will drive results, TVision has shown that higher attention leads to better KPIs across the board, from brand awareness to lower acquisition costs to predicting store visits.

In 2018, TVision used its panel to measure exposures and survey panelists. The research showed that attentive exposures generated 18% more unaided brand awareness than exposures where the viewer paid less than three seconds of attention. This held true across multiple industries.

Another study was done for a leading healthcare brand to measure if acquisition costs could be lowered by purchasing in high-attention areas. The company wanted to drive inbound inquiries, and provided TVision with their TV schedule and cost per call by network-daypart combos. The results showed that the high attention network-dayparts yielded 29% lower cost per call.

Lastly, TVision partnered with a location data company to investigate how viewer attention to TV commercials impacted which stores the viewer visited. For a leading QSR brand, attentive impressions were four times more predictive of store visits than ratings.

Conclusion

Impressions and ratings are key indicators of a TV campaign's likely effectiveness, but other factors such as reach, frequency and attention are also very important. The work discussed here shows that TVision attention scores can be employed seamlessly in the clypd platform, enabling the creation of campaign plans that yield more attentive viewers without increasing overall budget. With this informed view of how TV engages viewers, advertisers benefit from increased effectiveness and media owners gain a better understanding of the value of their inventory.

clypd

clypd is the leading audience-based sales platform for television advertising. Founded in 2012, the company's TV sales platform delivers workflow automation, data-enhanced decisioning and provides media partners with tools to manage their sales efforts. clypd's innovations around advanced audience selling are empowering sales teams to accept new types of demand as well as enhance their existing sales offerings. The clypd team is comprised of both TV and digital advertising experts, which uniquely positions the company to understand and meet the needs of the television industry while leveraging the best strategies from the digital world. For more information about clypd, please visit www.clypd.com or follow clypd on Twitter @clypd.

TVISION

TVision Insights is the television attention measurement company pioneering the way brands, their agencies, and TV networks determine the true value of their video content and advertising. The company's core technology uses patented computer vision algorithms to passively measure "eyes on screen", the single most accurate way to measure person-level engagement with video content. Founded by MIT alumni, TVision Insights is a venture-backed company with offices in New York, Boston, and Tokyo.