

How TV Analytics helps to optimize the impact of TV commercials

What effect do my TV commercials have on the conversion rate and how can I optimize my TV ad spend? wywy's TV Analytics for e-commerce retailer Audibene demonstrates how the impact of TV creative on website KPIs can be measured and shows how the return on TV ad spending can be maximized.

The campaign

Audibene, an e-commerce retailer for hearing aids, created a TV campaign to raise awareness for its brand. In addition, the TV commercial urged viewers to visit their website to get more information by downloading a brochure.



The strategy

Audibene turned to wywy to:

- Help measure the TV commercial's effect on conversions, defined as brochure download.
- Identify optimization potential of the TV plan to get maximum conversions with a fixed campaign budget.

Audibene implemented wywy's TV Analytics code on its homepage. wywy then tracked the TV commercial during the three-week TV campaign through its real-time TV channel monitoring network. The effect of the TV commercial was measured by comparing 'regular' visits to 'TV-inspired' visits.

The results

With regards to conversions, the TV commercial airings resulted in a significant uplift:

- The TV campaign led to a significant conversion uplift during the 5 minutes after the ad's airing, starting with a conversion rate uplift of 66% in week 1 to 130% in week 3.
- TV-inspired visits resulted in an overall doubling of the conversion rate compared to regular visits.
- The conversion uplift was seen across all relevant online channels, with the highest uplift in direct traffic, followed by organic search and then paid search.

Analyzing the TV-related costs showed two major optimization potentials:

- Comparing TV channels, the cost per conversion varied by 70%. Just concentrating on the best performing TV channel showed an optimization potential of 28% more conversions.
- The cost per conversion for different day parts varied by 36%. Focusing on the best performing times showed an optimization potential of 15% more conversions.