



wywy's New TV Analytics App Connects TV Ads to Web Data

New App Integrated into the Adobe Cloud Marketing Exchange Helps Maximize Ad Campaigns

New York, 9 March 2015 - [wywy](http://www.wywy.com), a market leader in TV syncing advertising technology and real-time TV ad tracking, today announced the availability of a new data connector app on the Adobe Cloud Marketing Exchange, an Adobe core service that provides a marketplace for pre-built applications and integrations between Adobe solutions and third-party apps.

The wywy TV Analytics app will connect advertisers' TV campaigns with their web tracking data in Adobe Analytics, allowing them to measure the effect of TV advertising on website performance. wywy's TV monitoring network detects commercials in real time and then makes the information available via its app in Adobe Analytics in real time as well. Advertisers will be able to immediately see the impact of each TV spot airing on website visits, bounce rates and conversions. Additionally, advertisers will be able to analyze which TV creative, TV channel, time of day or week day works best to support marketing campaign objectives.

"TV is the largest advertising medium, but reporting on how it impacts website traffic isn't properly attributed," said Dr. Andreas Schroeter, wywy's co-founder and COO. "According to Nielsen, 27 percent of TV viewers look up product-related information online, which leads to spikes in web traffic. Online marketers are used to measuring every dot on every 'i'. Now it's possible to measure the impact that TV ads have on the web, as well. With TV still commanding the lion's share of media spending, this new tool will give marketers valuable information to help maximize ad campaigns."

"This tool allows us to understand the impact of TV and helps us to optimize our future TV campaigns in real time." adds Gareth Dunsmore, marketing communications general manager, Nissan Europe.

More information on the [wywy TV Analytics App for Adobe Analytics can be found here](#).

About wywy

wywy (www.wywy.com) offers synchronization of TV and online advertising to reach viewers on their second screen devices and increase ad awareness. wywy's proprietary [TV Sync technology](#) enables advertisers to simultaneously target TV advertising in real time and across multiple screens to maximize ROI and analyze the online impact of each campaign. Advertisers can also utilize wywy's analytics tool to compare which TV creatives, networks and dayparts work best together, to optimize media plans accordingly.

wywy supports 400 channels in seven countries and has offices in the U.S., UK, and Europe, with clients including Nissan, Hyundai, and Visa, among others.

Press Contact

Lauren Leff | Trylon SMR | lauren@trylonsmr.com | (212) 863-4199