

TV Analytics Dashboard

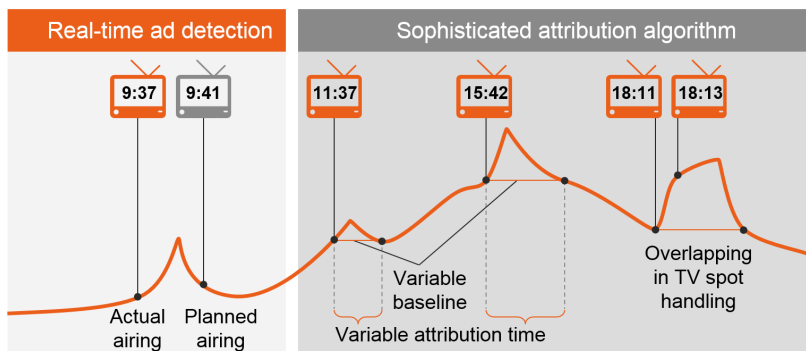
Measure your TV ads' online impact with the wywy dashboard, providing accurate real-time analysis and immediate insights.

Many TV viewers sit in front of the TV, surfing the web on their mobile device at the same time. This leads to huge peaks in TV-inspired website traffic after a TV ad's airing.

With wywy's TV Analytics Dashboard – a reporting suite designed specifically to measure the impact of TV ad airings on website and app KPIs – advertisers can track their TV ads' online effect accurately and in real-time.

Why you should use the wywy TV Analytics Dashboard

- Easy to implement: Add only one line of code and start tracking
- Superior accuracy: Detect the TV ad's online effect in real-time using a sophisticated attribution algorithm
- Gain immediate insights through an automated and detailed analysis



- Optimize your TV ad spend in real-time – based on which air time, day, spot and channel work best

Example 1: Job portal

Cost per conversion (indexed)

TV channel 1	100.0
TV channel 2	5.6
TV channel 3	5.5
TV channel 4	88.4
TV channel 5	16.4
TV channel 6	81.3

x18

Example 2: E-Commerce

Cost per conversion (indexed)

Morning	100.0
Day	73.4
Evening	94.4

x1,4

- Optimization potential: +18x more conversions when focusing on best performing TV channel

- Optimization potential: +1.4x more conversions when focusing on the best performing day part