

TV Analytics: Understanding the TV commercials' online impact

TV is still the largest advertising channel, yet measuring the exact impact of TV commercials on website KPIs is quite hard. With wywy's TV Analytics, premium career service Experteer analyzed its TV commercials' online effect to understand how to optimize their TV campaign.

The TV campaign: Pushing conversions and brand awareness

Experteer's TV campaign aimed at inspiring users to sign up for the online career service, raising brand awareness and intensifying the relationship with existing customers. Two different TV creatives were created to leverage the campaign's effect – one with a female and the other with a male model – and aired during a five week time-frame.



The analytics strategy: Measuring the commercials' online impact

TV Analytics helped Experteer to understand the TV commercials' impact on mobile user behavior and desktop conversions, defined as signups.

Experteer implemented wywy's TV Analytics code on its website to measure the effect of the TV commercial. During the five week campaign, wywy detected the TV commercials the instant they aired. The analysis focused on:

- Impact desktop vs. mobile
- TV channel performance
- Day part performance

The results: Detecting best performing slots

The TV commercials showed a visible impact on mobile and desktop conversions:

Mobile conversions for TV-inspired users skyrocketed with a conversion rate that was three times higher than the average conversion rate – proving the importance of a mobile optimized website, especially for TV advertisers.

For desktop, Experteer’s TV campaign led to a doubling of the conversion rate during the five minutes after the ads’ airing.

During the afternoon the cost per conversion was 33x lower than at night.

Optimization potential: Day parts

	Conversion uplift	Cost per conversion (indexed)	
Night	121%	100	
Morning	399%	3.5	
Afternoon	170%	3.0	
Evening	41%	21.6	

Regarding TV channels, specialized news channels (channel 2, 3) had the highest impact, whereas general audience channels with larger market shares (channel 1, 4) resulted in the highest cost per conversion.

Optimization potential: TV channels

	Conversion uplift	Cost per conversion (indexed)	
Channel 1	15%	100	
Channel 2	27%	5.6	
Channel 3	22%	5.5	
Channel 4	20%	88.4	
Channel 5	14%	16.4	
Channel 6	22%	81.3	