



## Powerful new TV analytics tool enables precise measurement of ad campaigns

*wywy's TV Analytics dashboard allows advertisers to analyze the impact of TV campaigns on website traffic, providing immediate insights on optimization potential*

New York, 28 October 2015 – wywy, a market leader in real-time TV analytics and advertising technology, today announced the launch of a proprietary TV Analytics dashboard. The dashboard's reporting suite is specifically designed to measure the impact of TV ad airings on website KPIs, and allows advertisers to immediately track the online effectiveness of an ad from the moment it is broadcast.

With [84%](#) of TV viewers using a second screen device – such as a mobile or tablet – while watching TV, and [31%](#) of viewers claiming to have visited the website of an advertised product or service shown in a commercial directly after watching it on TV, a brand's website traffic typically peaks immediately after their TV ad airs. These peaks in TV-inspired website traffic enable advertisers to attribute subsequent website visits and conversions to the TV campaign.

wywy designed its TV Analytics dashboard as a one-stop solution to eliminate the traditionally labor-intensive, manual TV attribution process. It combines real-time TV ad detection technology with a website tracking pixel as a foundation for wywy's sophisticated TV attribution model. This allows an innovative full-service offering, with three distinct advantages:

- **Ease of use:** To utilize the dashboard, advertisers simply need to implement the wywy tracking code on their website. The real-time TV ad detection makes the collection of post airing data logs from different networks obsolete. The analysis of marrying airing times and website traffic is automatically completed on wywy's servers, without the need to download or process data in Excel or similar tools.
- **Immediate insights:** Thanks to the real-time ad detection and tracking on the website, advertisers can check the results of their TV ads within the dashboard the very next day.
- **Superior optimization:** The granularity of wywy's attribution model ensures a maximum level of insight, quickly identifying which time of day, day of the week, TV creative, and TV channels work best.

Christopher Wendels, Head of Product at wywy explains: "As 80% of TV-inspired website visits happen within 90 seconds of a TV ad airing, the data for TV campaign analysis needs to be very precise and on point, otherwise it is misleading at best. By detecting exact airing times and tracking website traffic in real-time, we can ensure we are providing the best possible analysis of TV campaign effectiveness."



Dr. Andreas Schroeter, Co-founder and COO at wywy commented, “TV is still the largest advertising spend for many companies, yet measuring the effectiveness of TV campaigns hasn’t changed since the 1950s with the introduction of TV panel data. The fundamental shift of TV viewing behavior – where consumers use a mobile device in parallel to watching TV – presents a tremendous opportunity for TV advertisers to be able to track viewer engagement in real-time and use these insights to optimize their TV buy. With our end-to-end offering, brands can readjust their TV campaign the next day as required.”

### **About wywy**

wywy ([wywy.com](http://wywy.com)) offers TV Analytics solutions, enabling advertisers to compare which TV creative, networks, and time of day provide the best KPI traffic and ROI, allowing brands to optimize media plans accordingly. With wywy’s proprietary [TV Sync technology](#) advertisers can also synchronize TV and online advertising to reach viewers on their second screen devices and increase ad awareness.

wywy supports 400 channels in eight countries and has offices in the U.S., U.K., and Europe, with clients including Nissan, Hyundai, Visa, and Vodafone.

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