

TV Analytics: Understanding TV audience engagement for pharmaceutical products

TV ads for pharmaceutical products ask the viewers to consult with their doctor or visit a specific website to find out more. Using wywy's TV Analytics solution, a pharmaceutical producer analyzed the TV commercials' effect on website visits to understand what factors drove engagement.

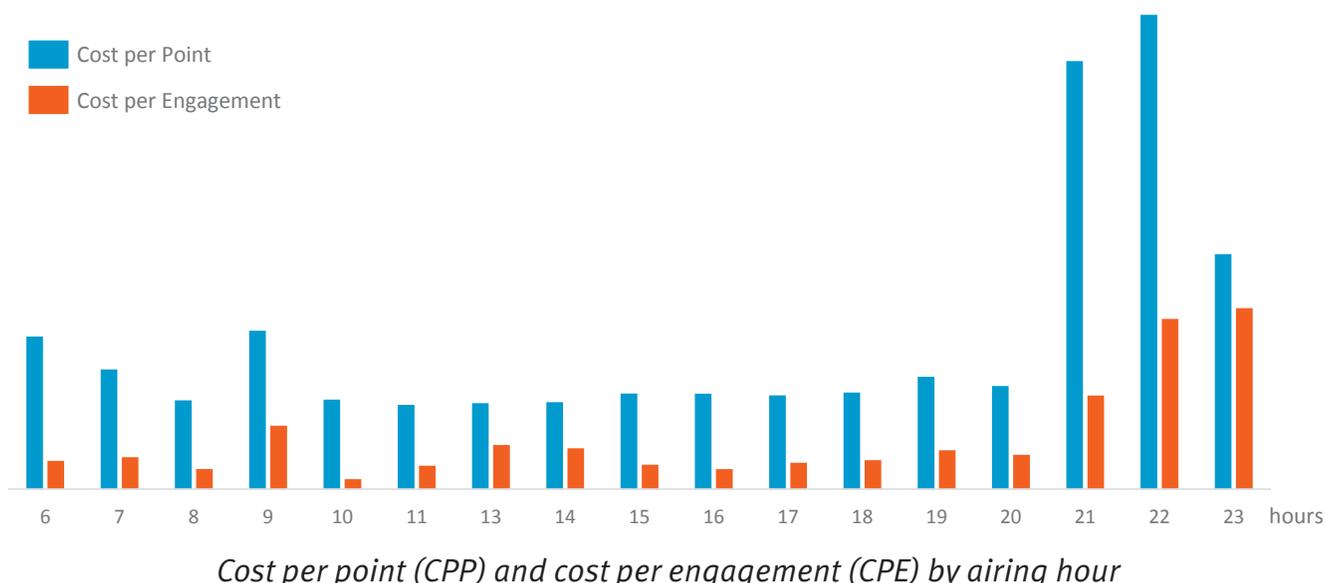
The TV Campaign

The TV campaign promoted a drug against a common chronic illness amongst adults. The spot encouraged viewers to visit a specific website for more information on the drug. wywy's TV Analytics solution measured the immediate engagement following each airing, displaying the incremental uplift in website visits for each individual TV airing.

The results

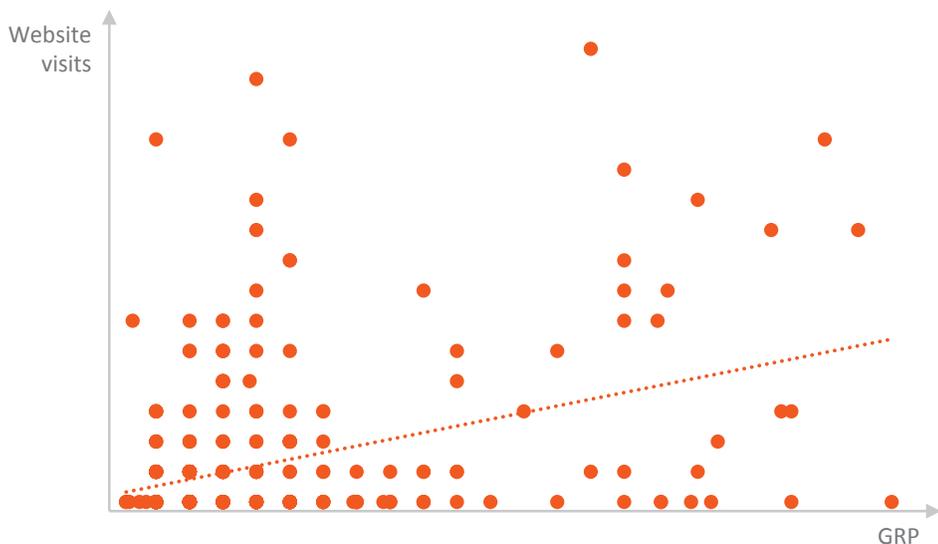
Looking at the time of airing, there was no significant difference in engagement between weekdays and weekends. Analyzing day parts, the engagement rate (viewers visiting the website / viewers watching the ad) remained pretty consistent throughout the day, with a drop in engagement for late night airings.

Factoring in the costs for each airing, the lunch, afternoon and early evening day parts showed the best results in terms of audience reach (measured in cost per point, CPP) and audience engagement (cost per engagement, CPE). While prime time's engagement rate was similar to the rest of the day, the higher airing costs resulted in rather high CPP and CPE.



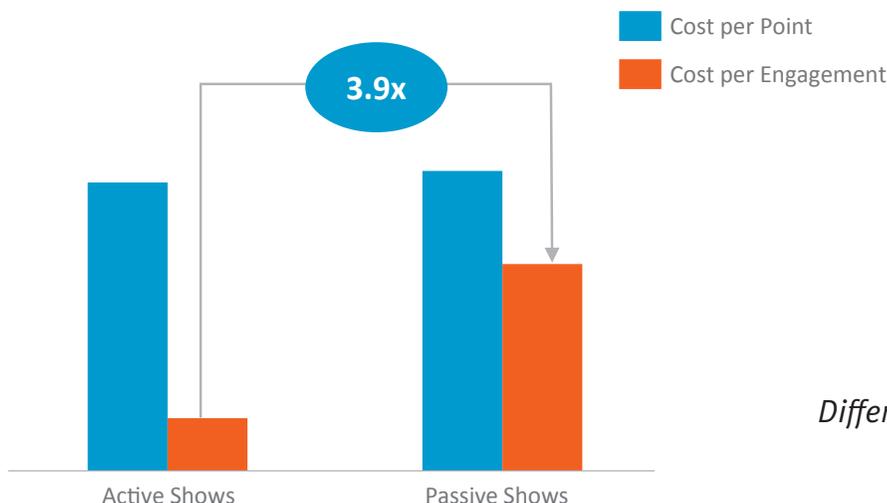
White Paper: TV Analytics

A higher TV audience reach (measured in gross rating points, GRP) should result in higher TV audience engagement (measured in website visits of TV viewers). Comparing GRP and TV-inspired website visits per TV show, the analysis showed only a slight correlation: Higher reach results in more engagement.



GRP vs. website visits per TV show

However, there are many shows with low reach but high engagement. A deeper analysis into the type of show revealed when the target group is most receptive to the advertising message. Looking at the most booked shows, active shows (e.g. live gaming shows, news, weather) had almost four times the engagement compared to passive shows (re-runs of 20+ year old TV series & shows).



Difference of CPP and CPE by show type

In summary, the type of TV show has a large effect on engagement. The TV audience is more receptive to the message with an active, participative, information processing mindset compared to a passive, lean back, couch potato mindset. As engagement rates are pretty consistent throughout the day, avoiding costly prime-time further helps maximize engagement.