

Making Smart TV Buys

It's no longer just about the 30-second spot. The same audiences that watch TV also engage across digital screens. With Collective, marketers can bridge consumer and set-top box data to find their TV audiences online and discover what their online audiences are most likely to watch on TV.

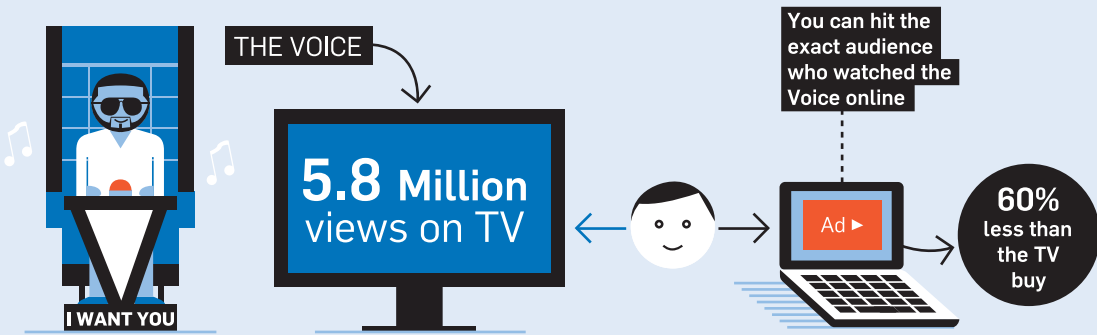


TV Accelerator With TV Accelerator, Collective uncovers a TV show's viewers using set-top box data, then finds that same audience online, on tablets and on mobile devices. Campaigns that use TV Accelerator complement TV buys by extending reach, increasing frequency and executing competitive conquering.

HOW BRANDS MAKE THIS WORK

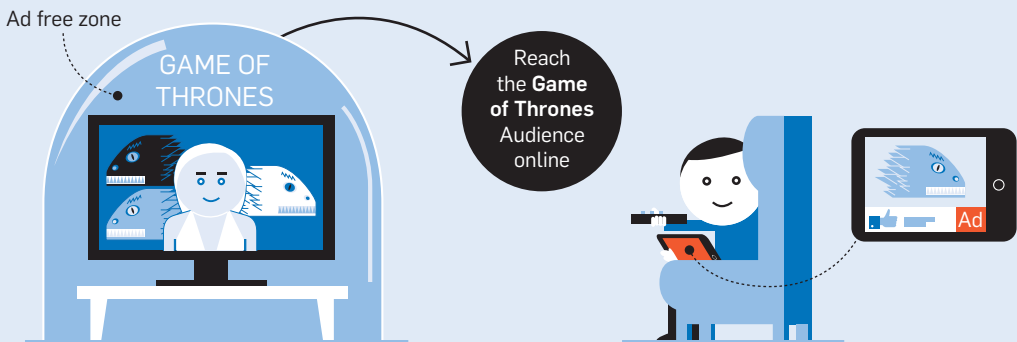
INCREASE AD SPEND EFFICIENCY

Advertisers on The Voice spend \$284,000 for a :30 spot. They can increase their campaign's impact online, reaching the same 5.8 million consumers for 60% less.



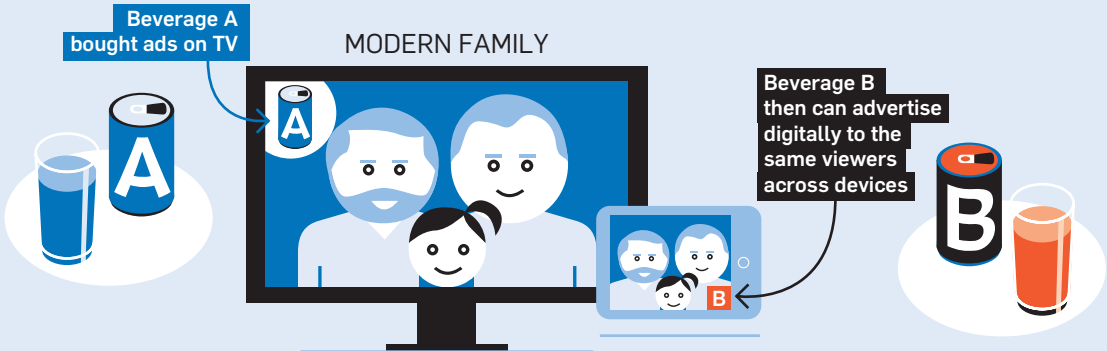
REACH THE UNBUYABLE AUDIENCE

Game of Thrones has a rabid fan base but no direct advertising. You can reach these viewers on Facebook while they're chatting about last night's episode or wherever they are online.



STEAL YOUR COMPETITORS' CUSTOMERS

Your competitor buys ads on Modern Family. Neutralize or conquer that spend by advertising digitally to the same audience across all devices.



TV Analytics Collective's TV Analytics finds correlations between an audience's online behavior and TV viewing habits. It leverages first- and third-party data on purchasing habits and applies it to set-top box tracking. The result is a more comprehensive picture of consumer needs and TV preferences.

HOW BRANDS MAKE THIS WORK

INCREASE CONVERSIONS AND IMPROVE EFFICIENCIES

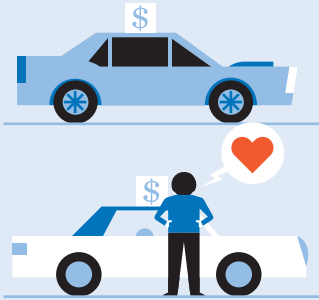
It's not always immediately apparent what TV shows your customers are really watching. And without this knowledge, you might be making TV buys that on the surface seem right, but in reality are not the smartest way to spend your budget. A deep dive into your audience's true viewing habits may net some surprising results.

To use TV Analytics, marketers start by either identifying existing customers through first-party data or targeting potential customers with purchase intent data from BlueKai. That data is then matched to TV viewing behavior based on Rentrak set-top box records. Together, they uncover which shows perform and which don't, helping you get more bang for your TV ad budget.

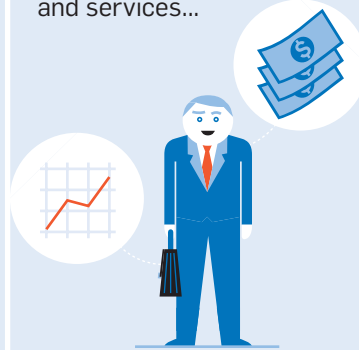
TRUE FACTS UNCOVERED BY TV ANALYTICS

If your audience is...

In the market for a new car...



People who shop for financial products and services...



Customers who order fast food online...



Then...



They are most likely to watch 48 Hours, a much less expensive alternative to The Big Bang Theory, the show least likely to be watched by people looking for a new car.



They are (not surprisingly) **more likely to watch The Trophy Wife** but stay far away from the empty-walleted Two Broke Girls.



You'd never guess that they're **likely to tune in to: The Biggest Loser** (true story).

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