

Maximizing TV Advertising ROI

in a multi-screen world

TV viewing yesterday

TV viewing today

TV viewing today

82%

of TV viewers use Second Screen device in parallel

Nielsen

-58%

drop in TV ad awareness when using Second Screen

TNS

27%

of TV viewers have looked up product information online after watching TV ad

Nielsen

How to maximize TV advertising ROI



LiveSync

Recapture lost attention with TVsynced display, social and video ads

SearchSync

Capture TV-inspired searches with TV-synced SEA campaigns

SiteSync

Prominently display advertised product with TV-synced homepage

TV Analytics

Measure the website KPI impact of each TV ad aired in real-time

LiveSync: Syncing TV & online ads



Brand recall uplift up to 335%

SearchSync: Syncing TV & SEA campaigns





Hawaiian Travel - HawaiianAirlines.com ① Maww.hawaiianairlines.com/ Always Get Our Lowest Fares Online Book Hawaii Flights From \$685° RT. Rating: Check-in 8.5/10

Flight Deals Hawaii Vacation Packa...

Search Fares To Honol... Hawaiian Airlines®

Hawaii - Wikipedia, the free encyclopedia en.m.wikipedia.org/wiki/Hawaii Mobile-friendly - Hawaii is the 50th and most recent

U.S. state to join the United States, having joined the Union on August 21, 1959. Oahu - Island - History of Hawaii - Honolulu

Hawaii's Official Tourism Site -- Travel Info for Your Hawaii Vacation m.gohawaii.com/statewide Mobile-friendly - The People of Hawaii would like to share their Islands with you. The fresh, floral air

Conversion uplift up to 92%

Prominently displaying advertised product increases conversion rates significantly



Non-synced website

TV-synced website for Seat Ibiza car commercial

Conversion uplift up to 3.7x

TV Analytics: Measure the TV ad's online effect



80%

of TV inspired visits happen within 90 seconds after airing

Conversion cost difference of up to 70%