

TV + Mobile: You Can Measure That?

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Chris Wilson - *President of National Television at Rentrak*



Mobile is Evolving

Mobile?



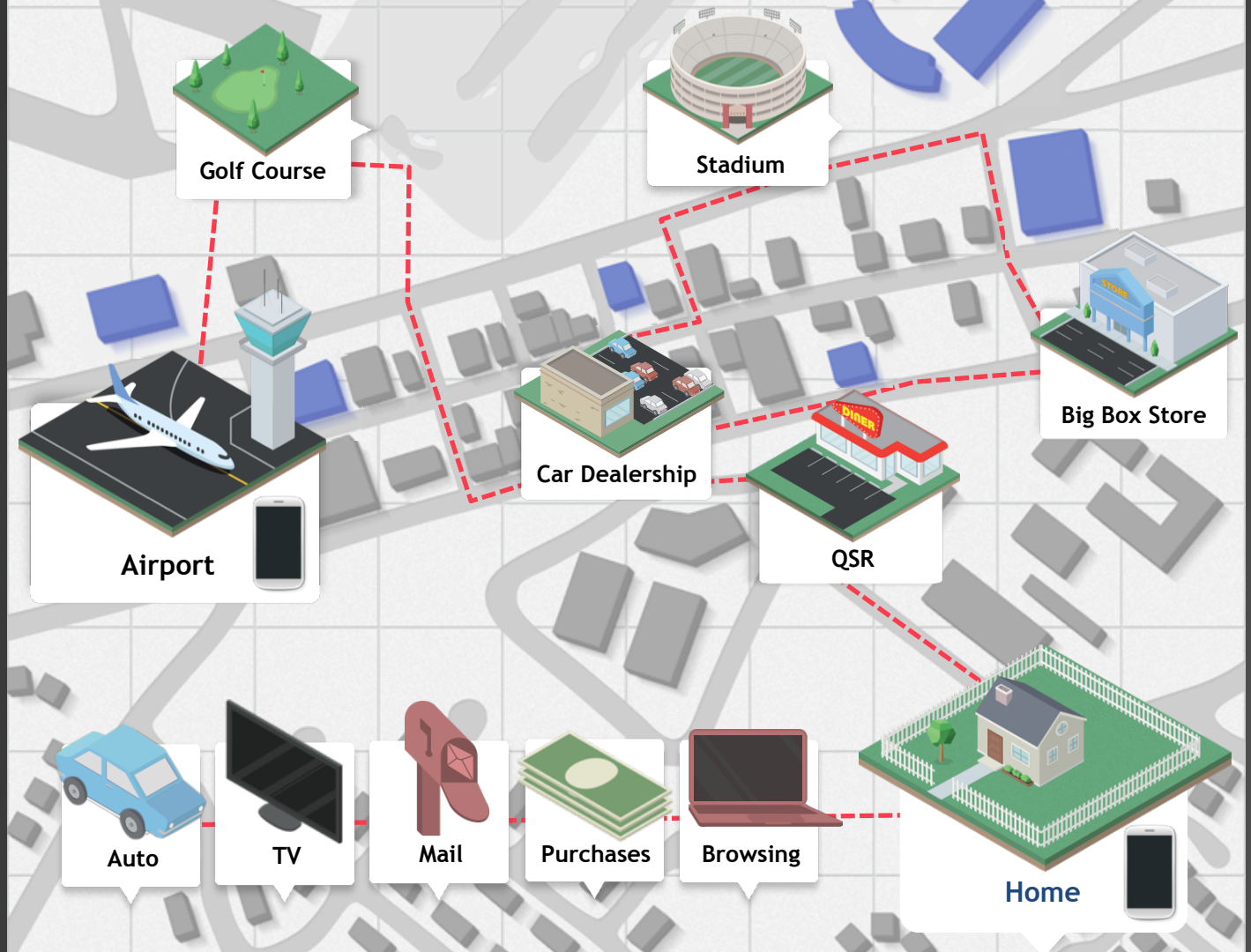
Physical and Digital Behaviors are No Longer Separate



A Network of Sensors Like Never Before



Connecting the Physical and Digital Worlds


Golf Course
Stadium
Airport
Car Dealership
Big Box Store
QSR
Auto
TV
Mail
Purchases
Browsing
Home

The End of Silo-based Planning



The best of both worlds:

BRAND IMPACT OF TV



+

MEASURABILITY OF DIGITAL



Case Study

PlaceIQ

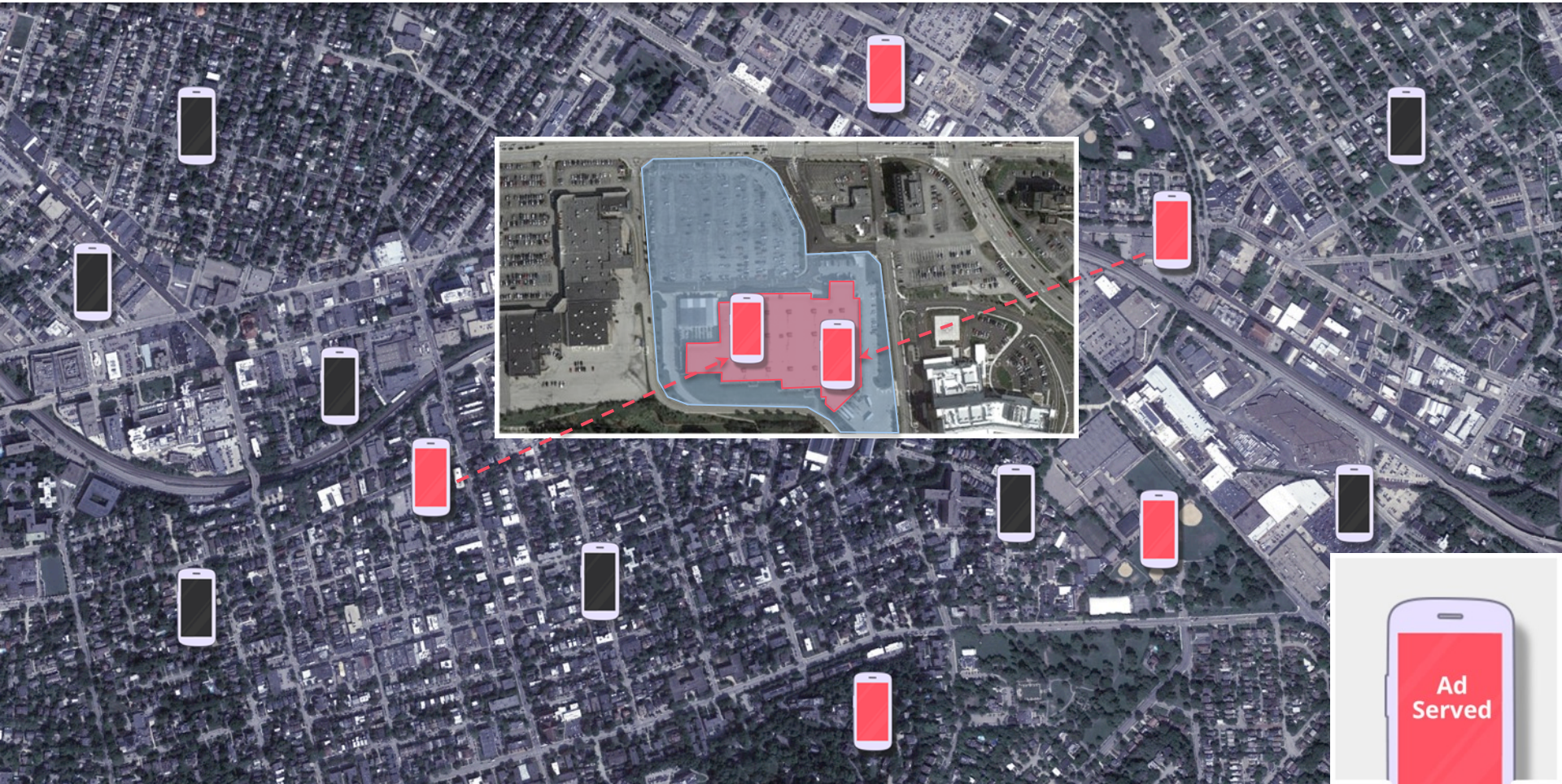
What happens when you combine the two?



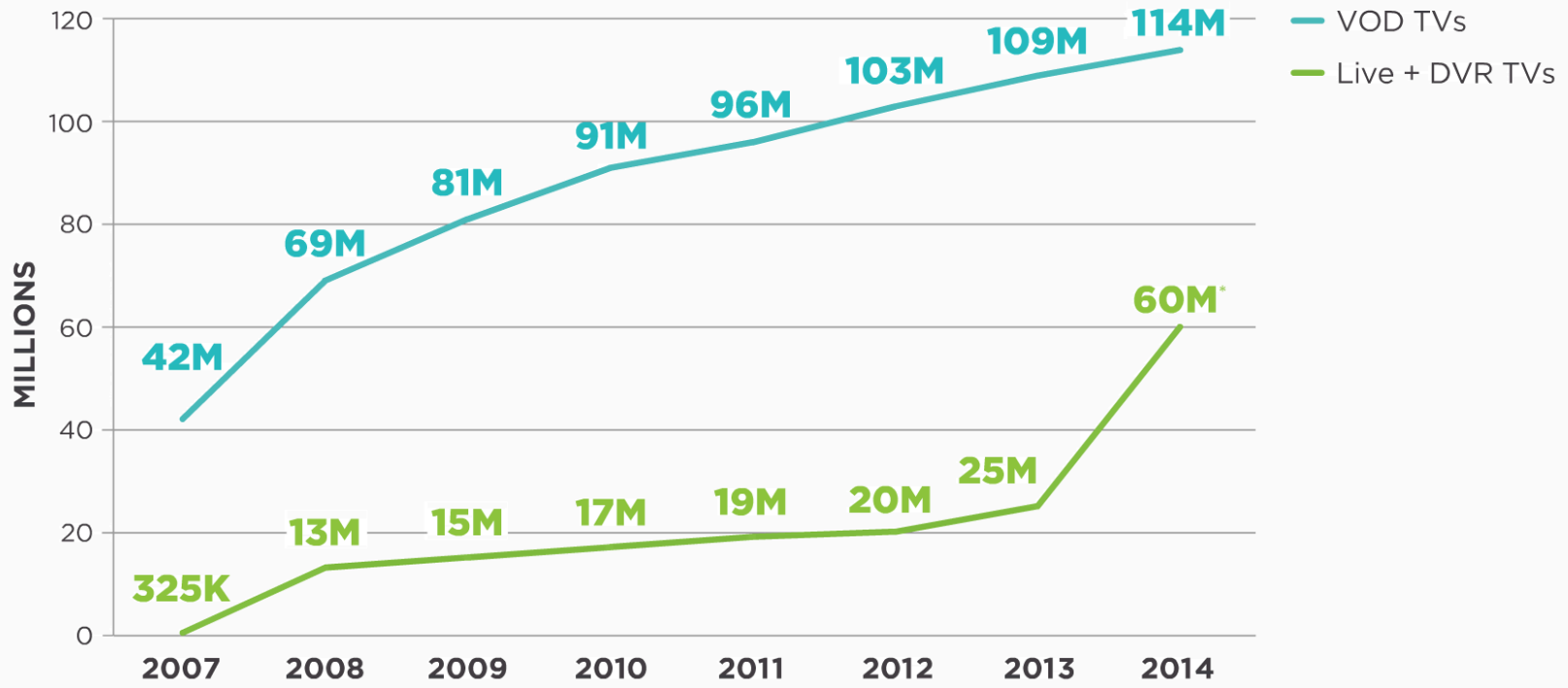
MOBILE

TV

Place Visit Rate (PVR™)



Rentrak's National TV Footprint



*After anonymized and aggregated viewing information from Cox and DirecTV is fully integrated

MATCHING VIEWERSHIP WITH CONSUMER BEHAVIOR





MATCHING VIEWERSHIP WITH CONSUMER BEHAVIOR



ADVERTISERS

STRATEGIZE, MARKET,
PROMOTE & BUDGET WITH
CUSTOMER DATA

MEDIA BUYING

TARGET, PLAN, EXECUTE
& OPTIMIZE TV WITH
DEMOGRAPHICS

RENTRAK

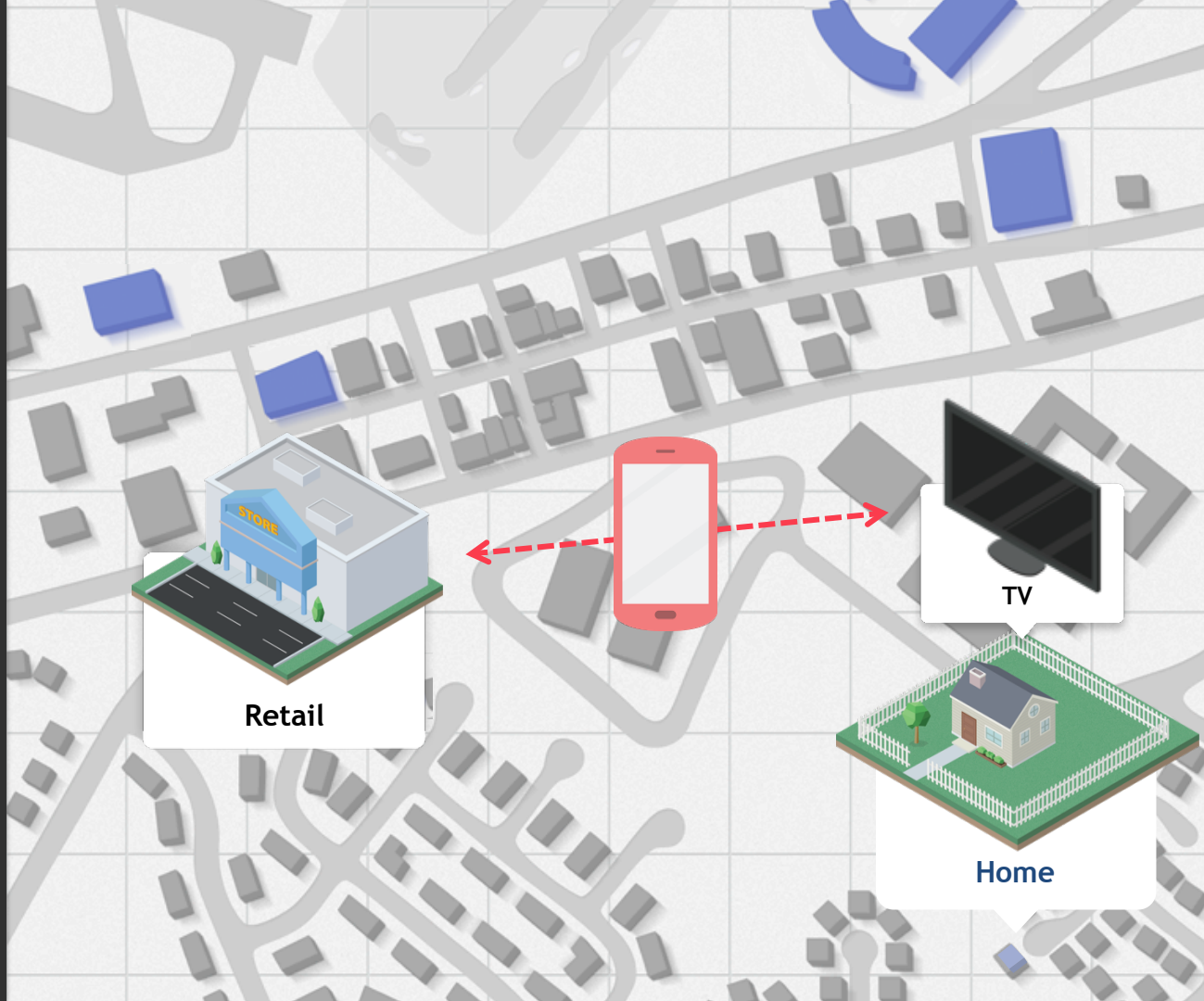
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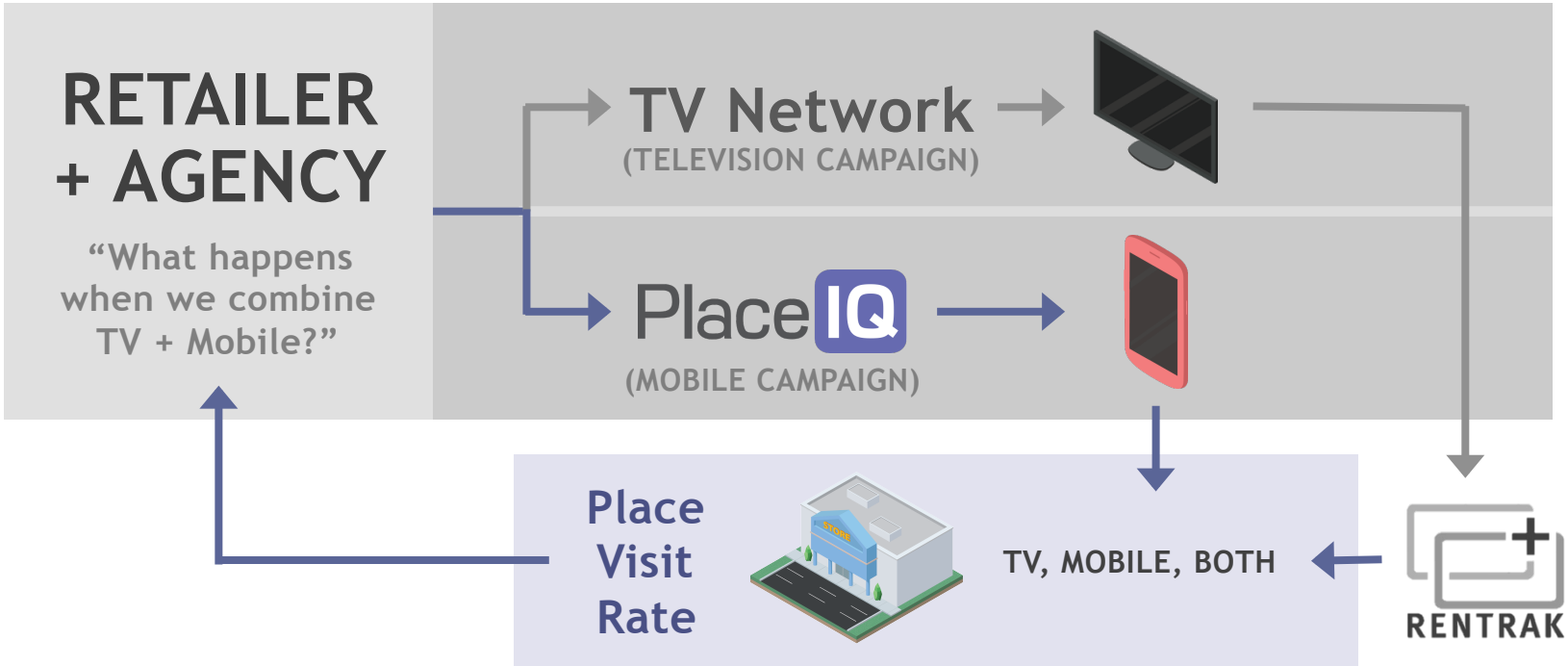
TARGET, PLAN, EXECUTE & OPTIMIZE
TV, DIGITAL & MOBILE WITH
CUSTOMER DATA

Campaign: Driving & Measuring Real-World Store Visitation Using TV and Mobile



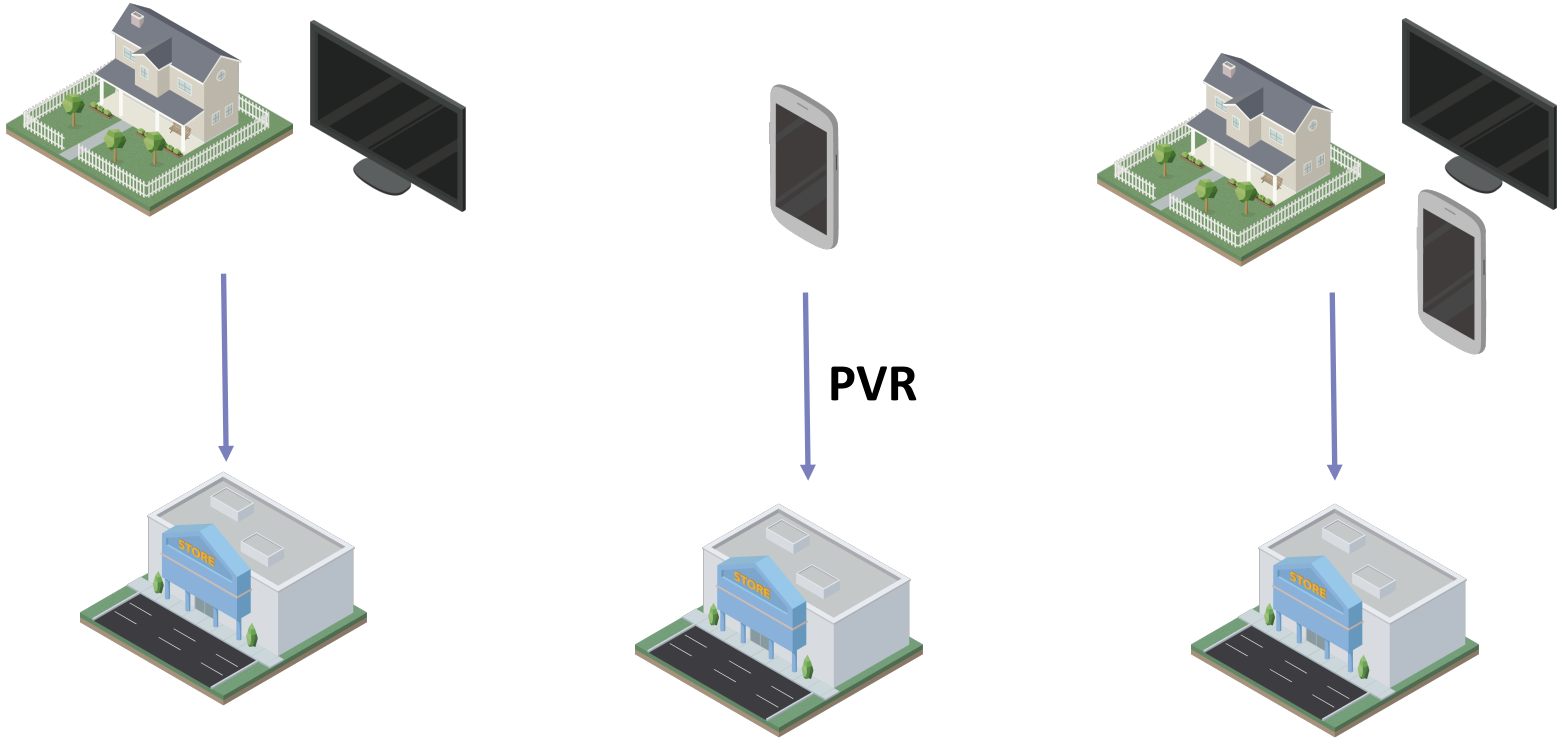
PlaceIQ

Unprecedented Collaboration



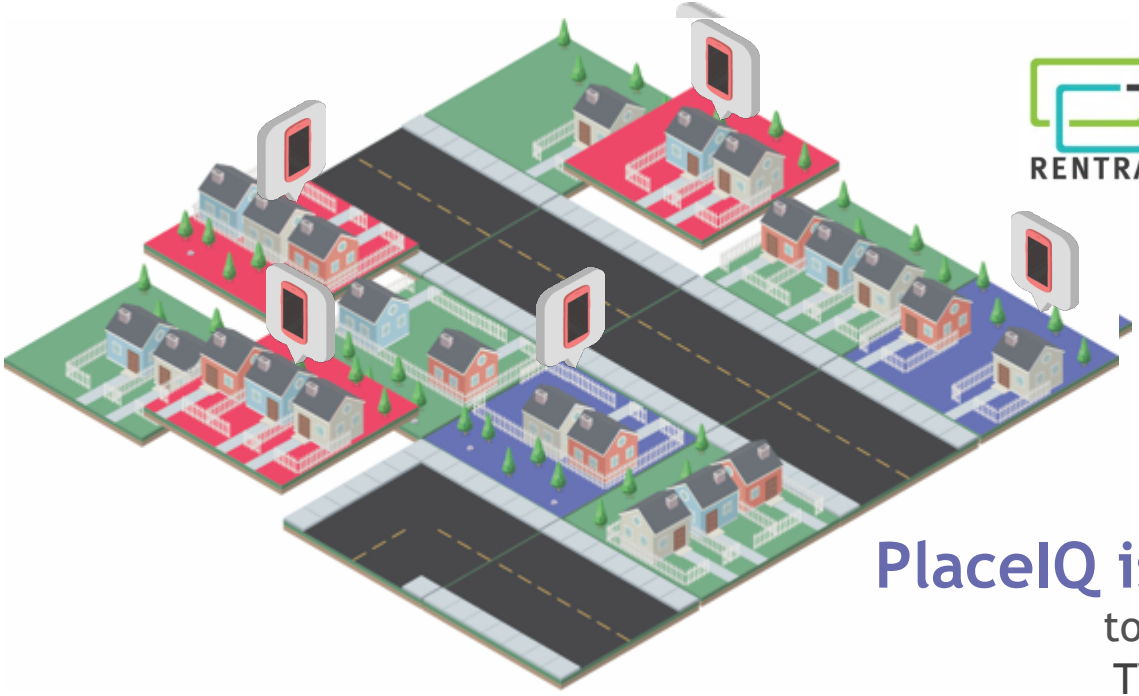
Campaign Setup

PlaceIQ



How Did We Target TV Viewers?

PlaceIQ



RENTRAK

- Rentrak set-top-box data is matched to residences within a tile
- PlaceIQ connects mobile devices to those tiles allowing us to identify specific network viewers
- We target the tiles that have the highest percentage of target network viewership

PlaceIQ is the FIRST company

to partner with Rentrak to deliver TV viewership targeting in Mobile

Driving Store Visits

Methodology: Plan for the Consumer, Not the Medium

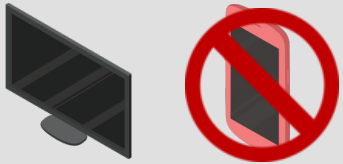
Group 1

Audiences who were not likely to view TV Channels where Brand X ads were running and received no mobile ads



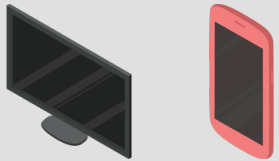
Group 2

Viewers of TV Channels where Brand X ads were running who received no mobile ads



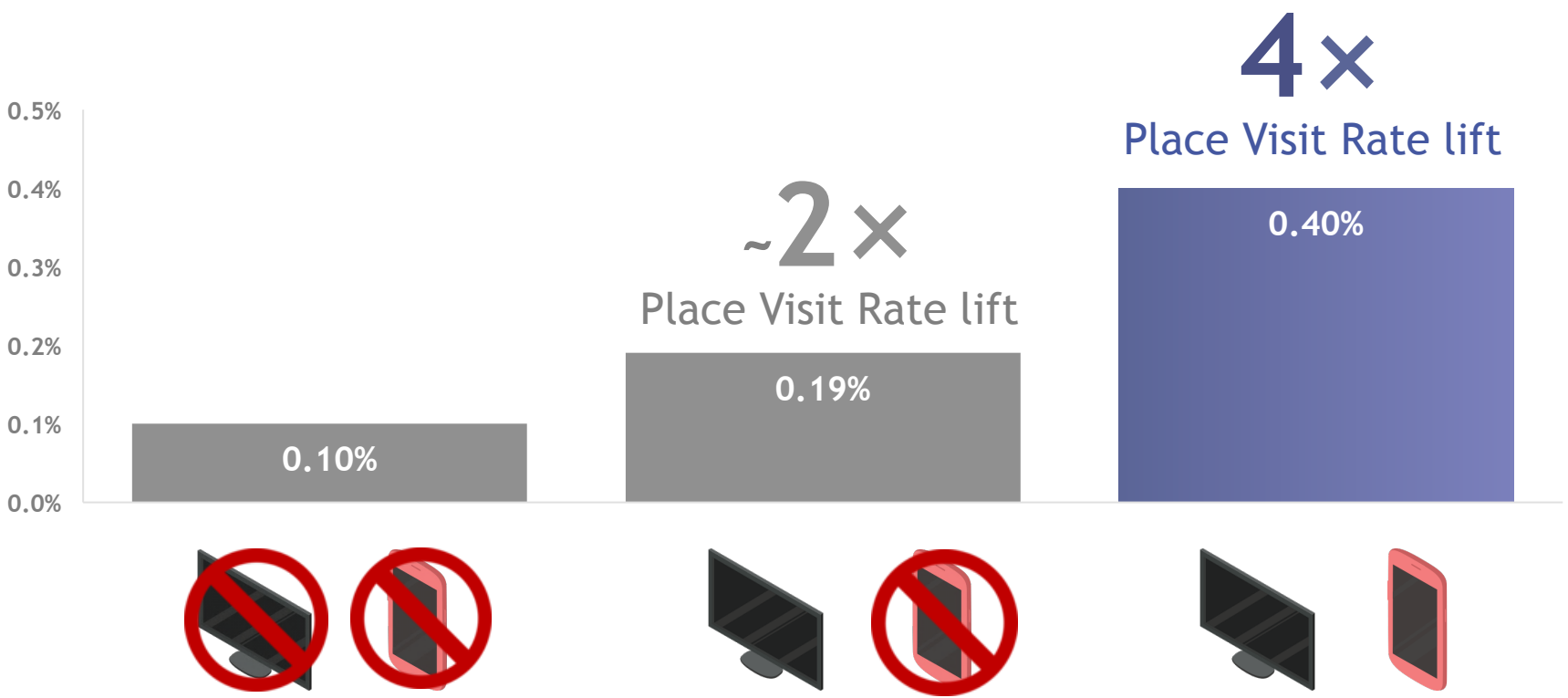
Group 3

Viewers of TV Channels where Brand X ads were running and received mobile advertising



Driving Store Visits

PlaceIQ

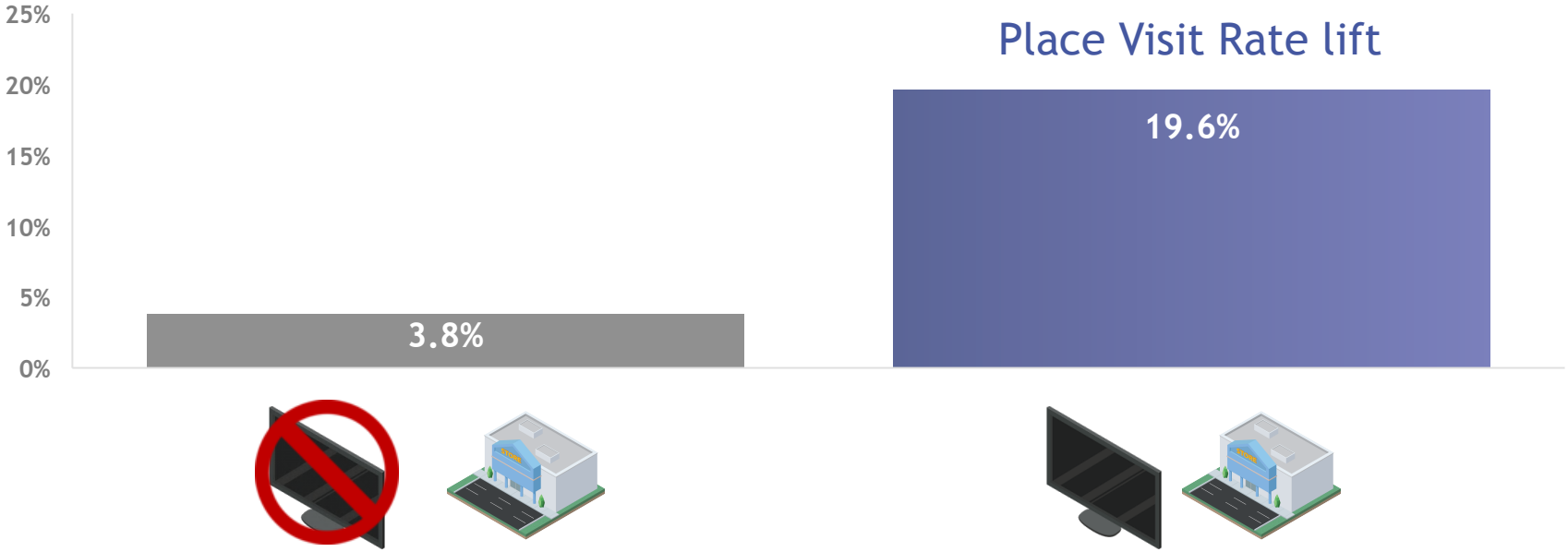


TV's Impact on Place Visit Rate

Does TV Advertising Drive Store Visitation?

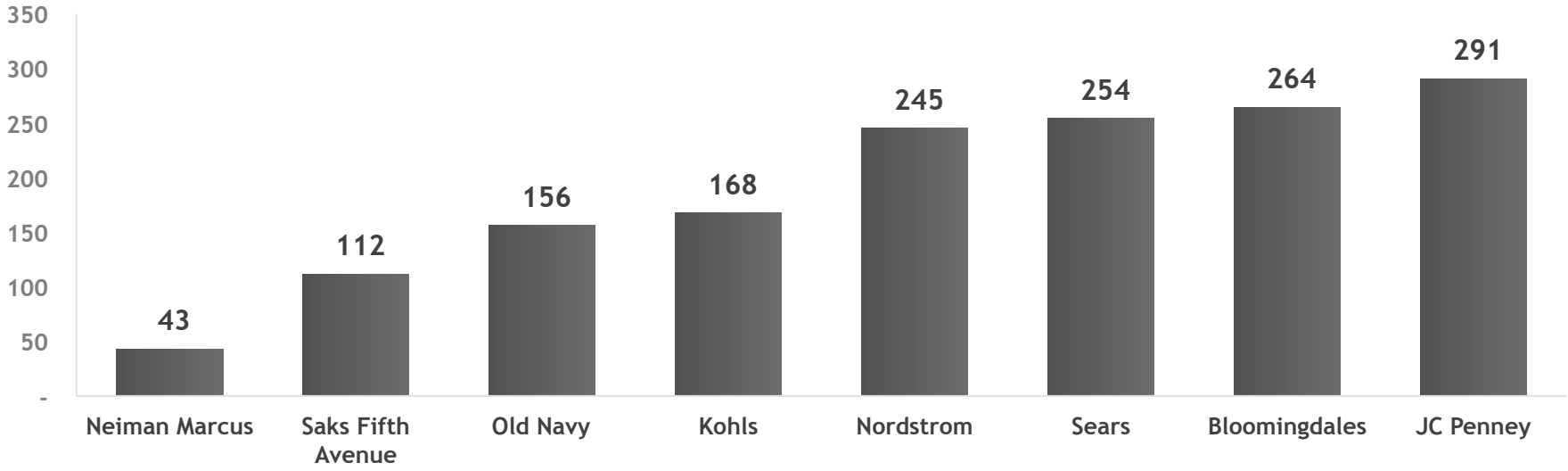
~4×

Place Visit Rate lift



Additional Consumer Insights

Top retail destinations for the target audience:

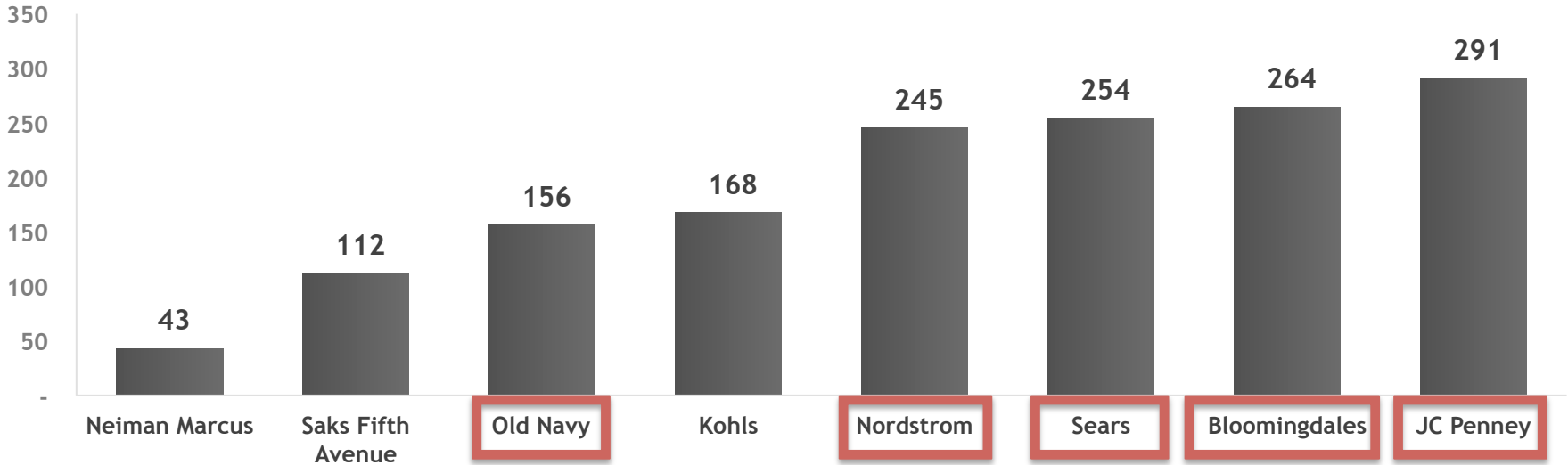


* 100 is baseline

Additional Consumer Insights

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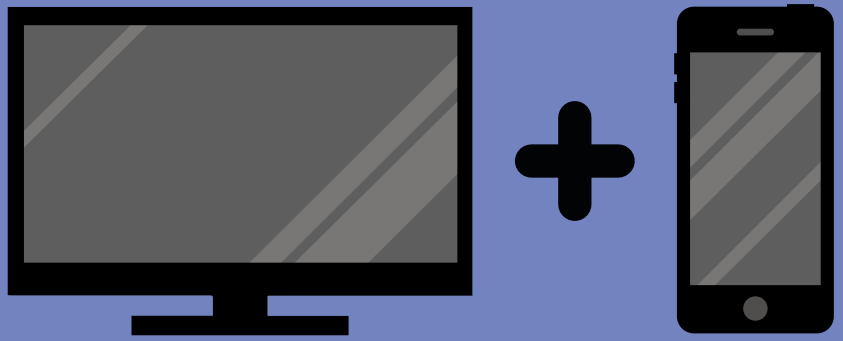
Also top retail destinations for the converted audience



* 100 is baseline

Conclusions: Driving Store Visits

PlaceIQ



400% LIFT

REAL SHOPPER INSIGHTS







































Next Steps for TV

PlaceIQ

- Using mobile to target TV audiences - use real behavior to identify best prospects and what they watch
- Using mobile to measure attribution of TV/mobile campaigns
- Combining the power of the two demonstrate significant lift

Understanding Consumer Behavior

PlaceIQ







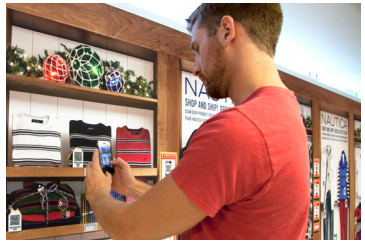

PHYSICAL WORLD



Mobile



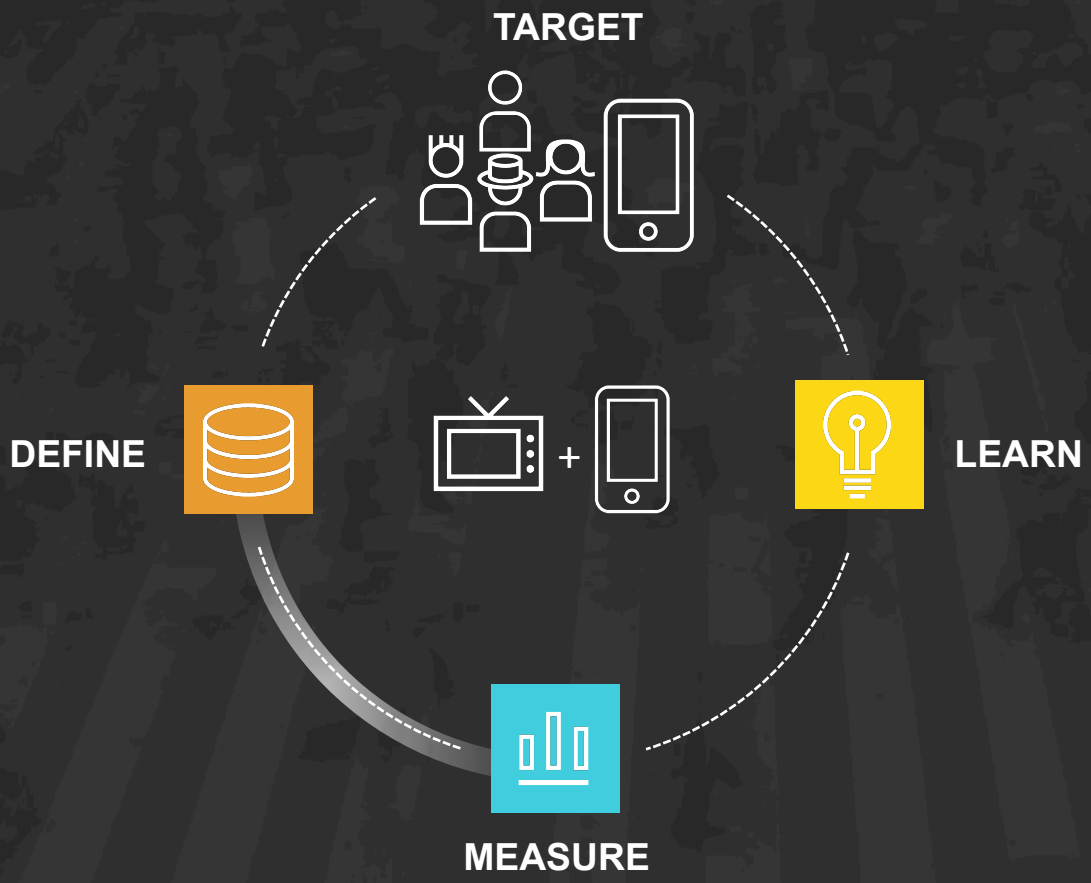






DIGITAL WORLD

PlaceIQ



Thank you

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