TV & Mobile: The New Dynamic Duo



Michael Zimbalist

Chief Marketing Officer
Simulmedia



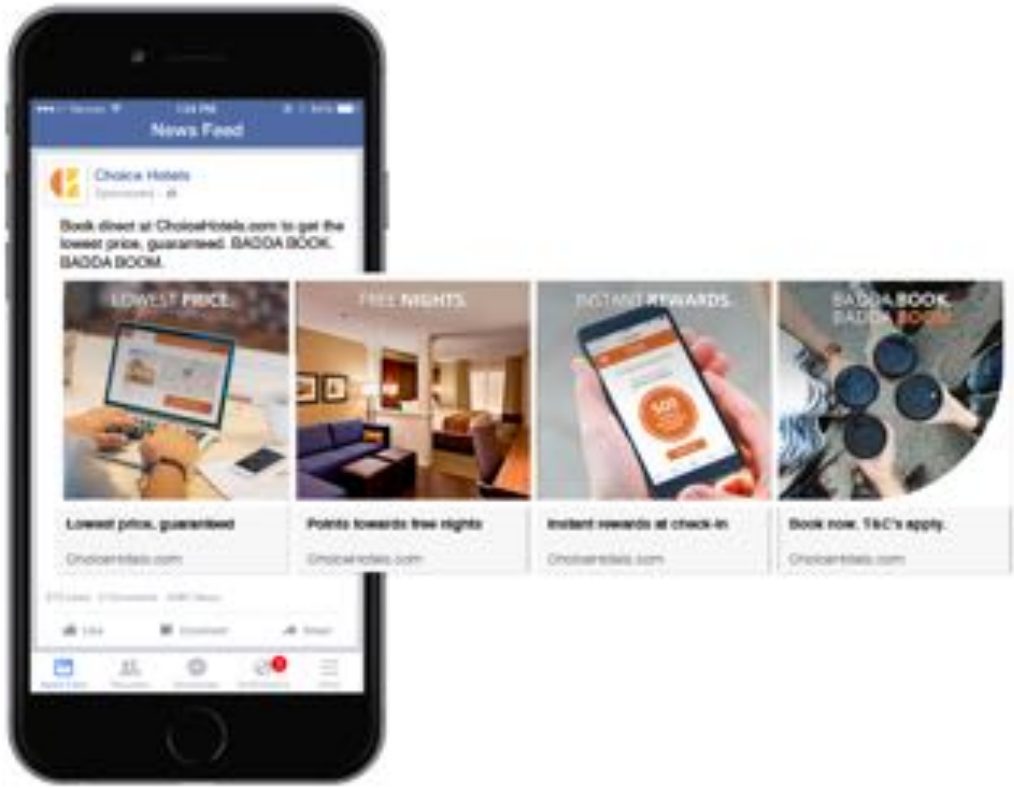
Bruce Dincin

Senior Director of Media
Strategy & Analytics

Choice TV Commercial



Choice Facebook Creative

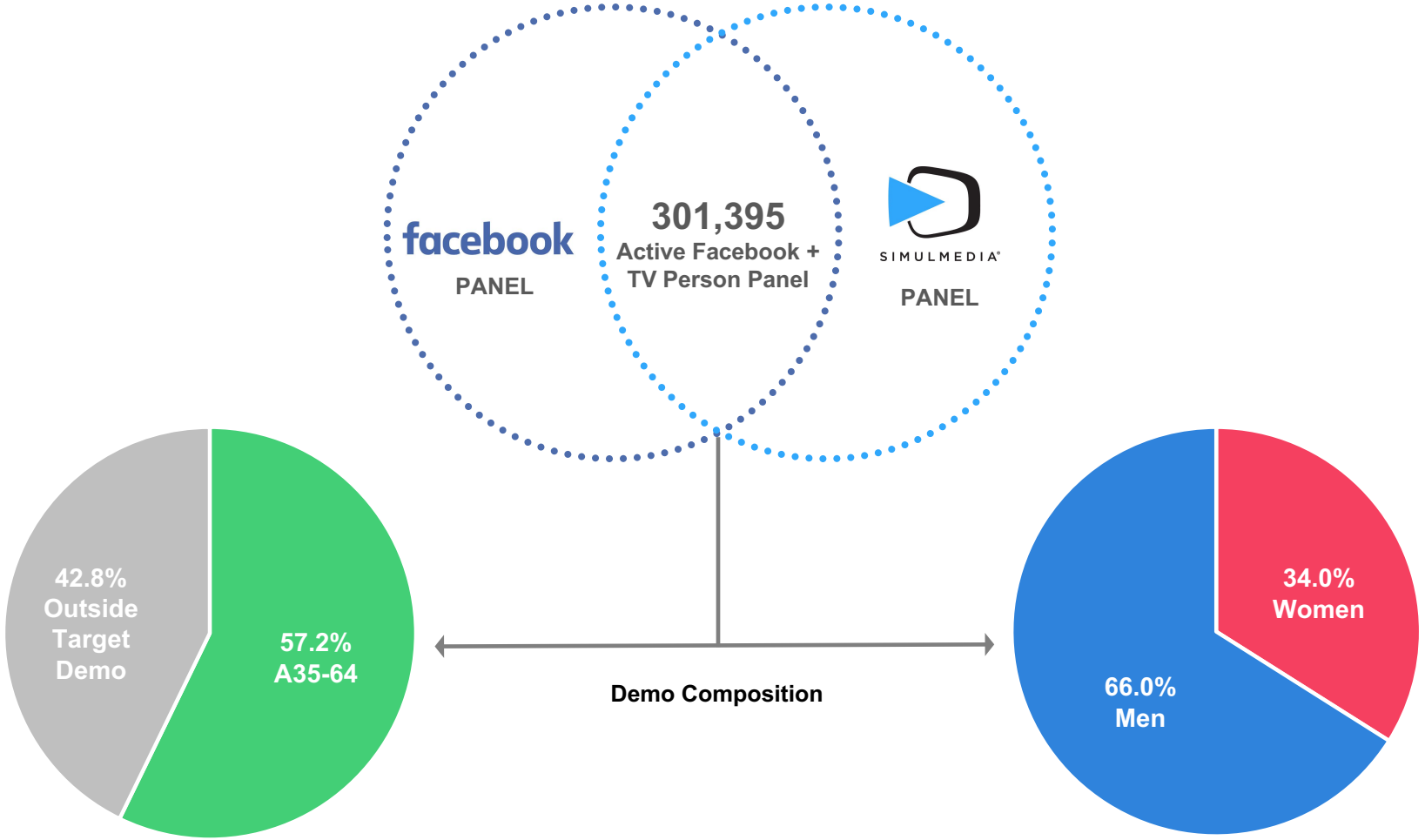




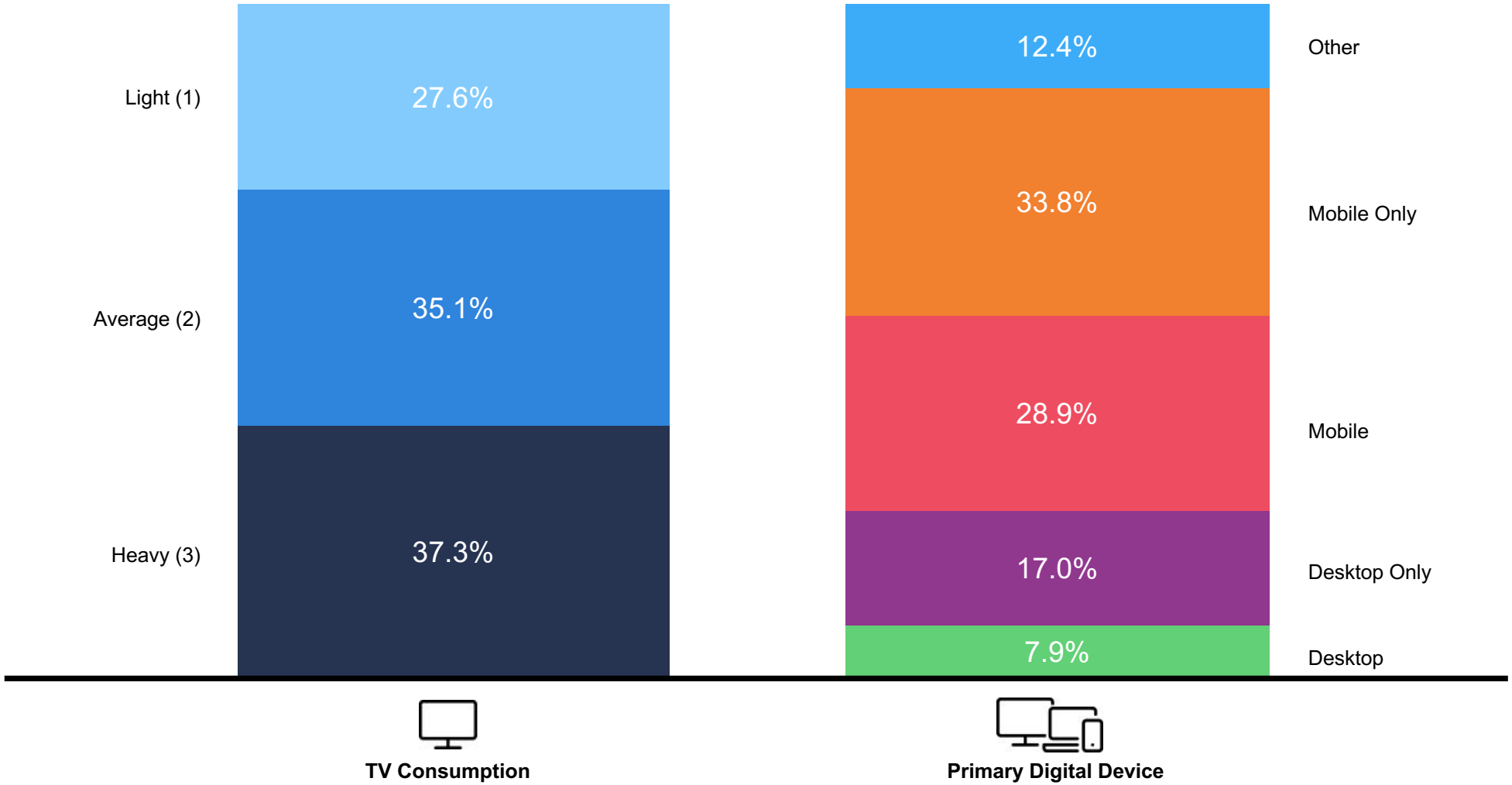
Simulmedia + Facebook
Cross-platform Insights Report

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Matched Panel Demographic Attributes



Panel Device Behaviors



TV Consumption quintiles based on amount of TV viewing during the timeframe of the campaign analysis of Simulmedia's entire matchable footprint. Primary digital device based on the device used most for Facebook usage within a 28 day timeframe.

Campaign Details

TARGET:

A35-64 **(57.2% of Panel)**

TV: 8/28/2016 – 9/26/2016

- Base + Simulmedia

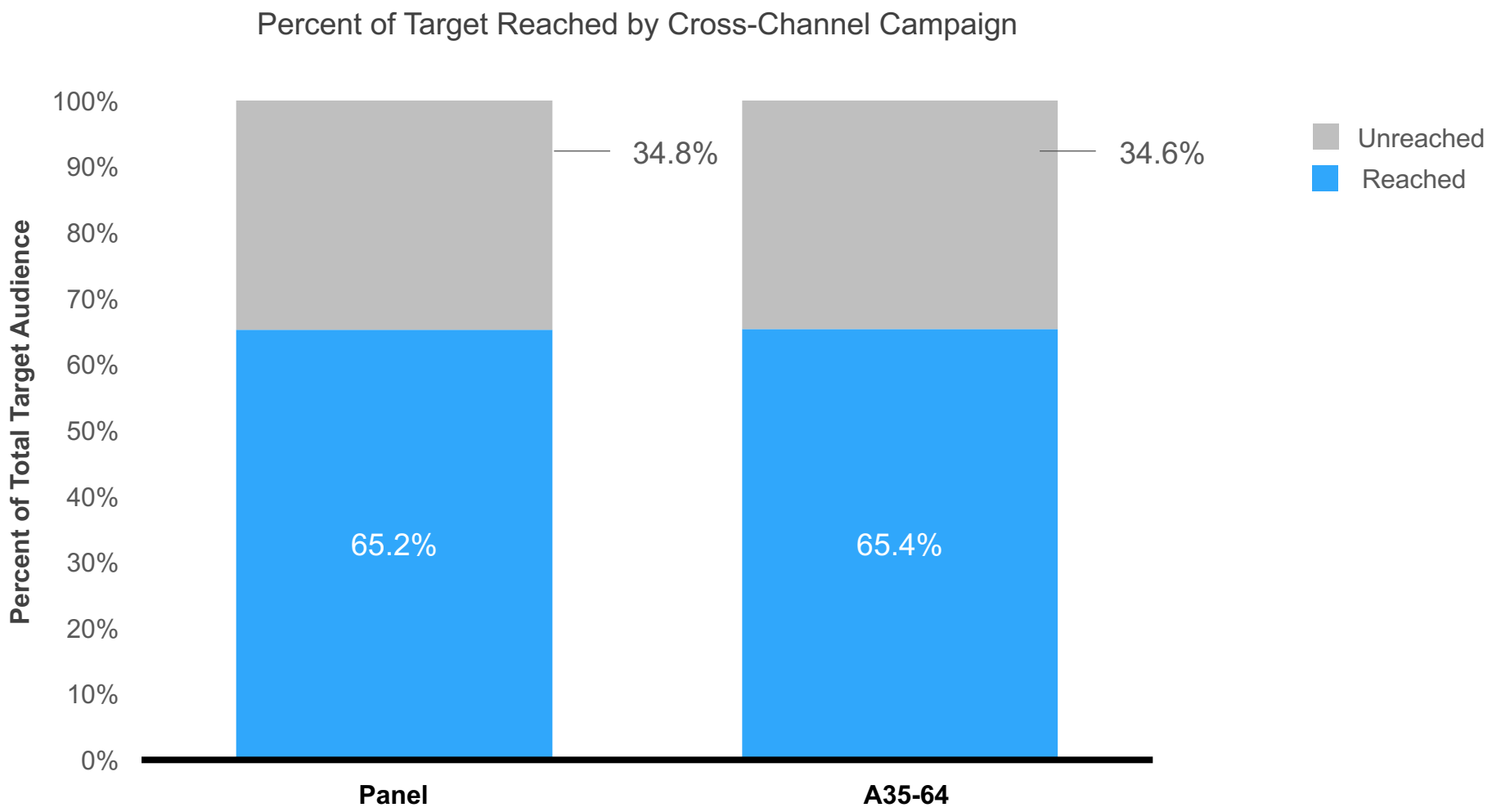
Facebook: 8/28/2016 – 9/26/2016

- All Choice Facebook Newsfeed Media


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Cross-Platform Performance

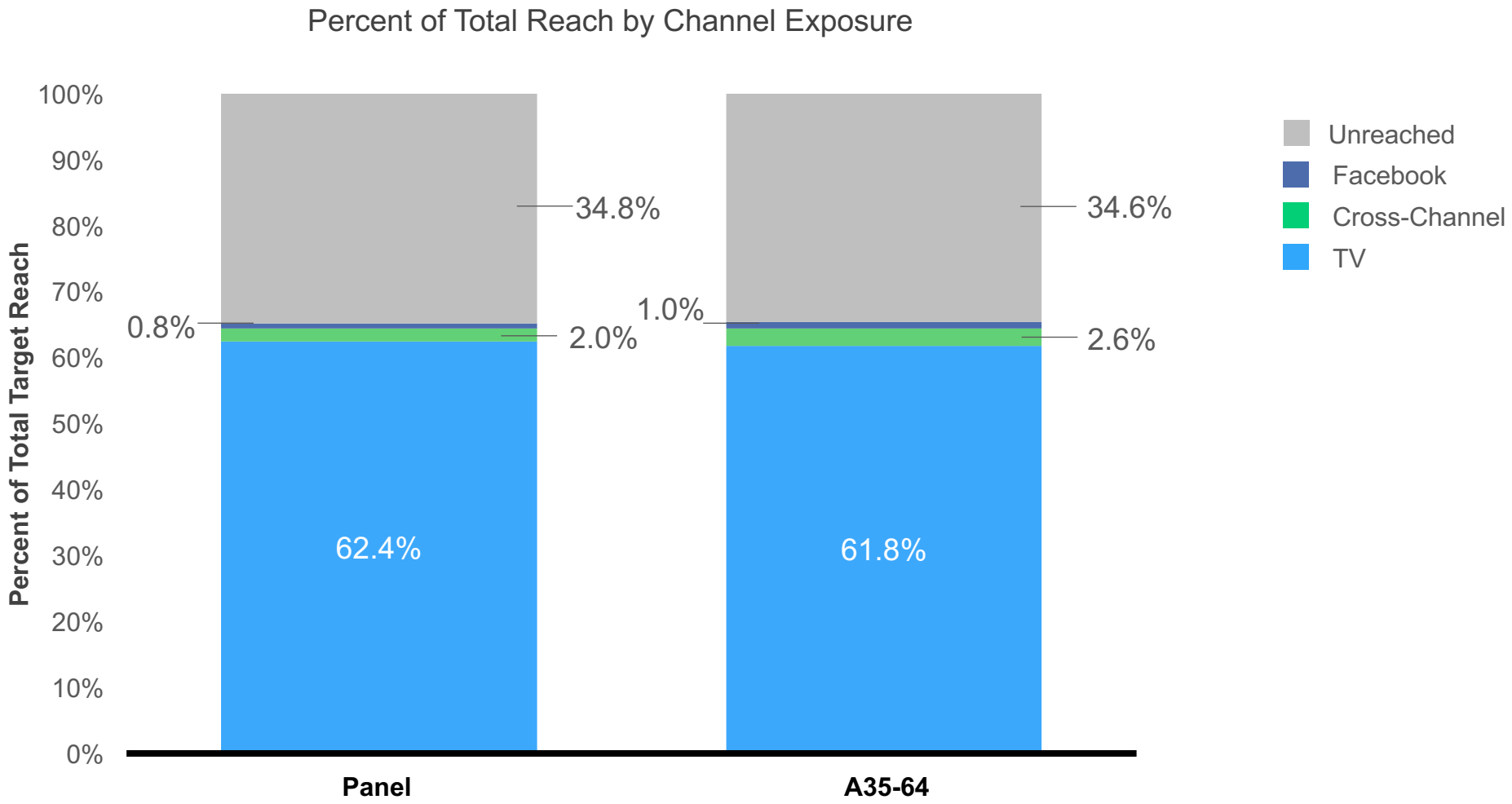
Cross-Platform Total Reach Performance



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Facebook= Exposed to Facebook Only, TV= Exposed to TV Only, Cross= Exposed to Both Facebook and TV.

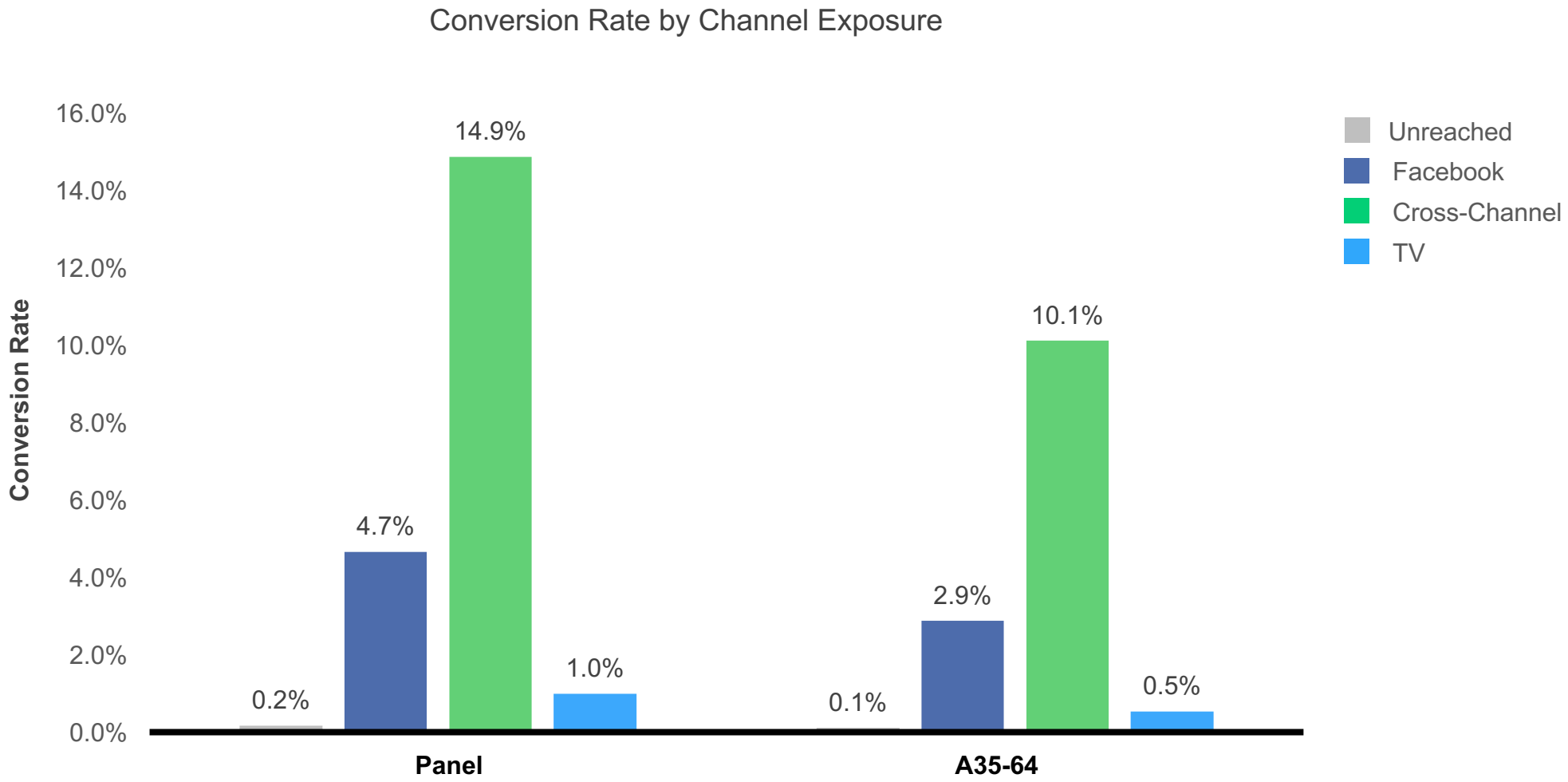
How Facebook and TV Work Together



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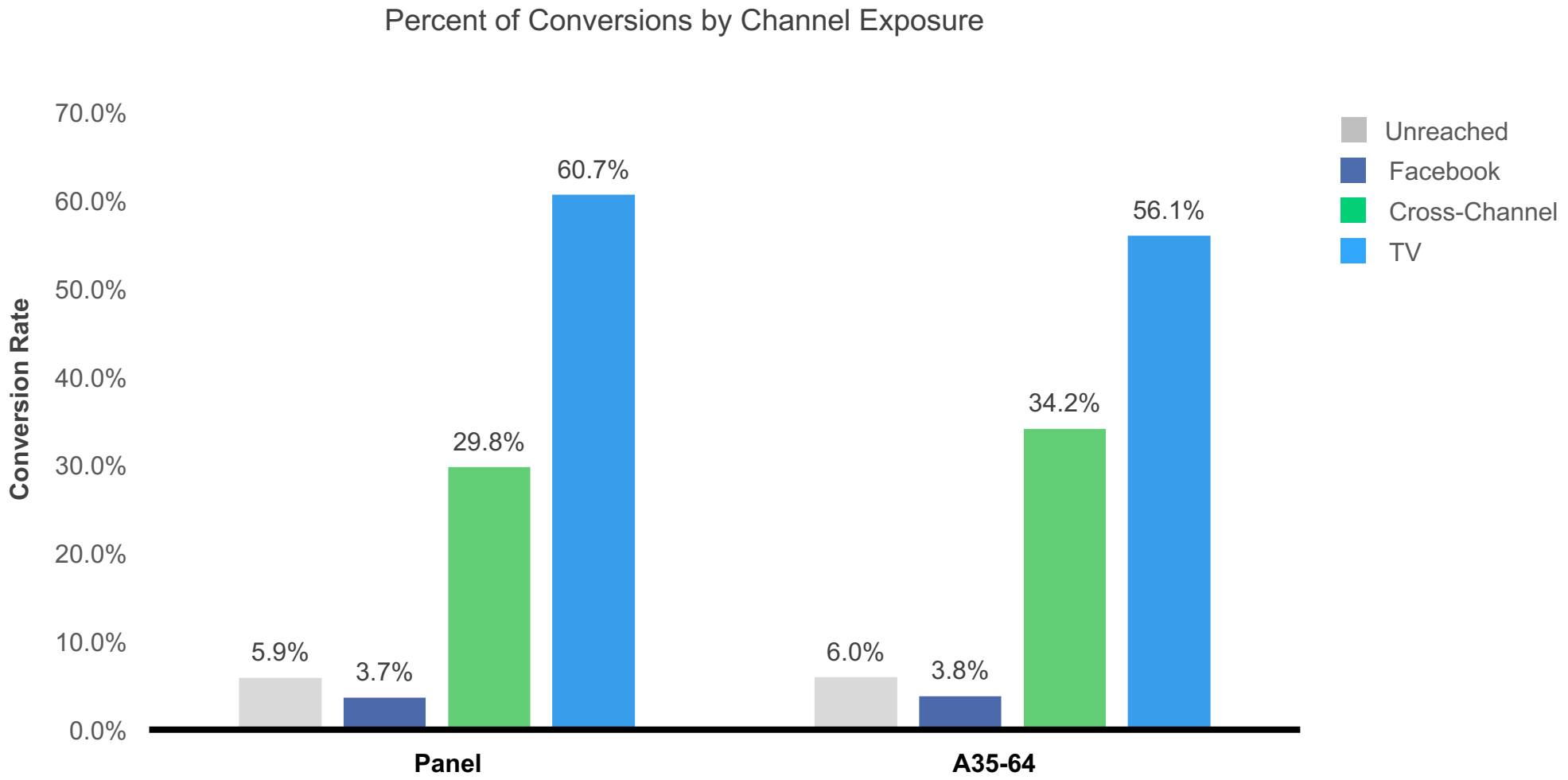
Facebook= Exposed to Facebook Only, TV= Exposed to TV Only, Cross= Exposed to Both Facebook and TV.

Cross-Platform Conversion Rate is the Highest



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However, TV is Driving a Majority of the Converters

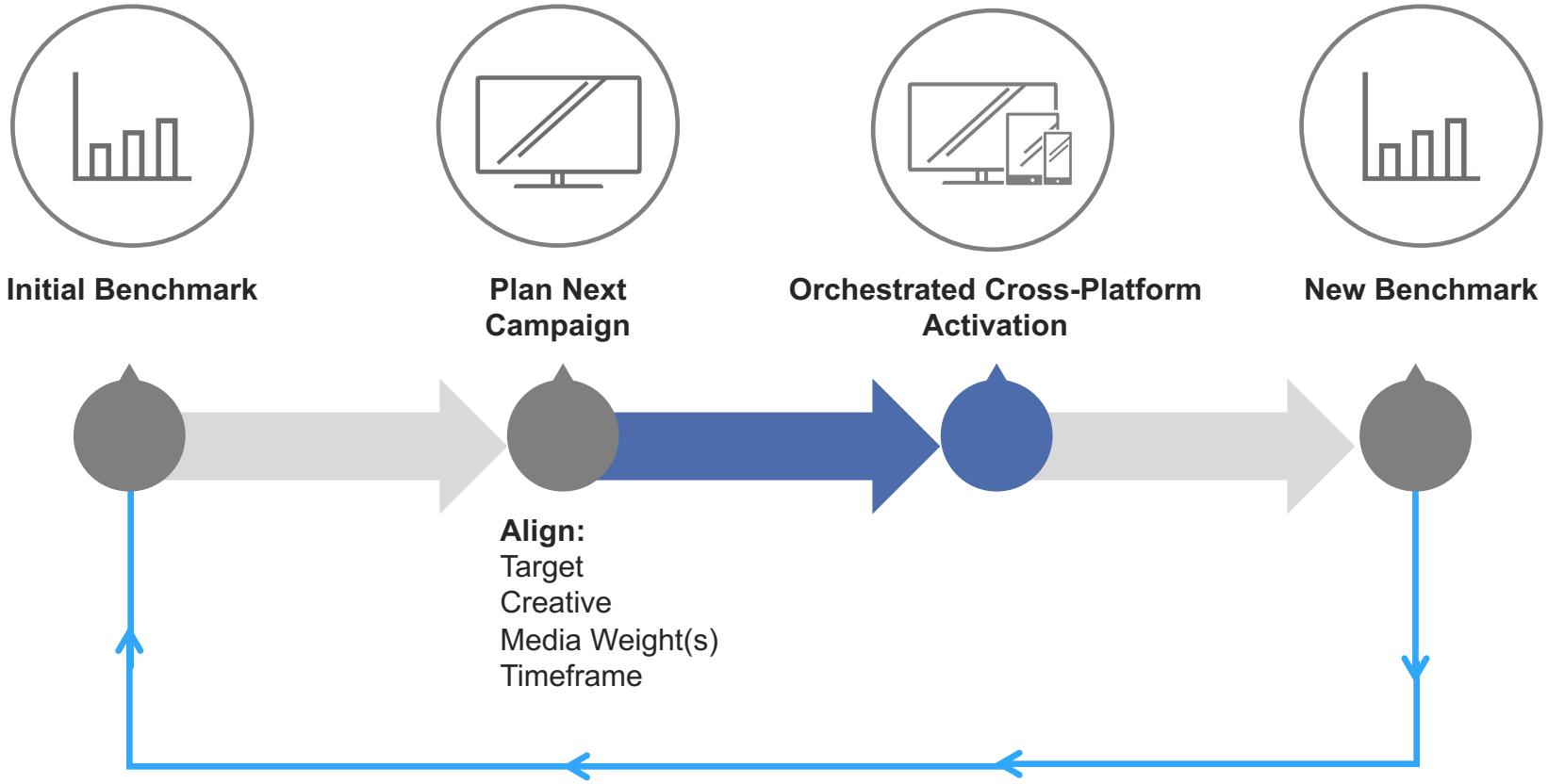


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Continuous Learning from the Report



Questions

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Thank You!



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