



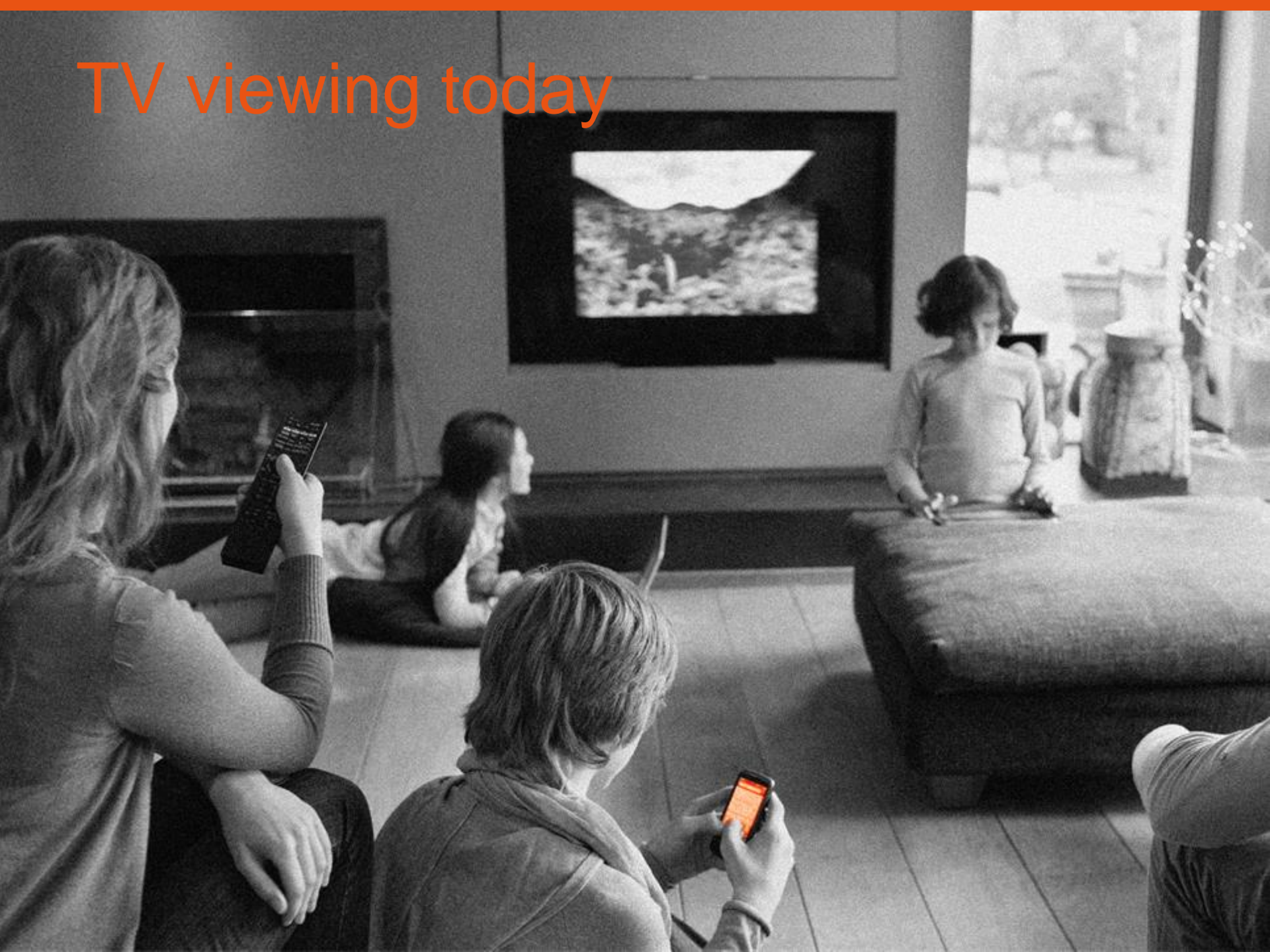
Maximizing TV Advertising ROI

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

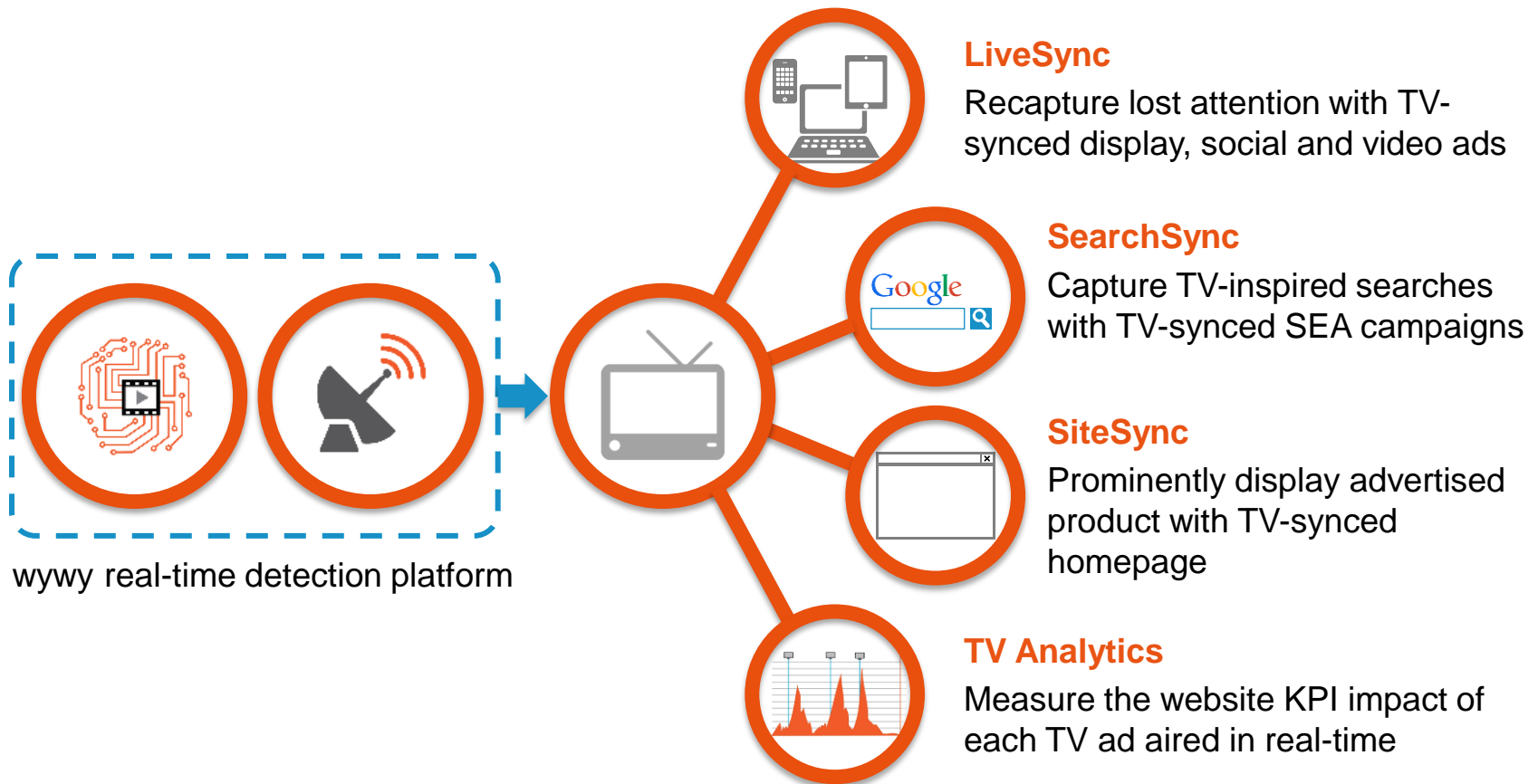
TNS

27%

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

Nielsen

How to maximize TV advertising ROI

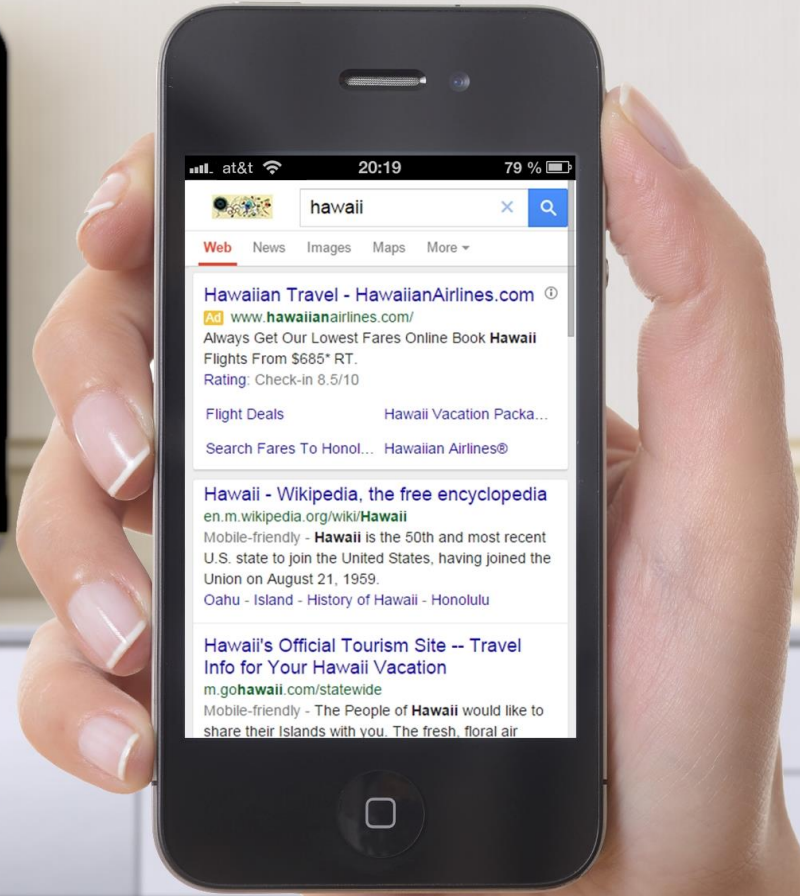


LiveSync: Syncing TV & online ads



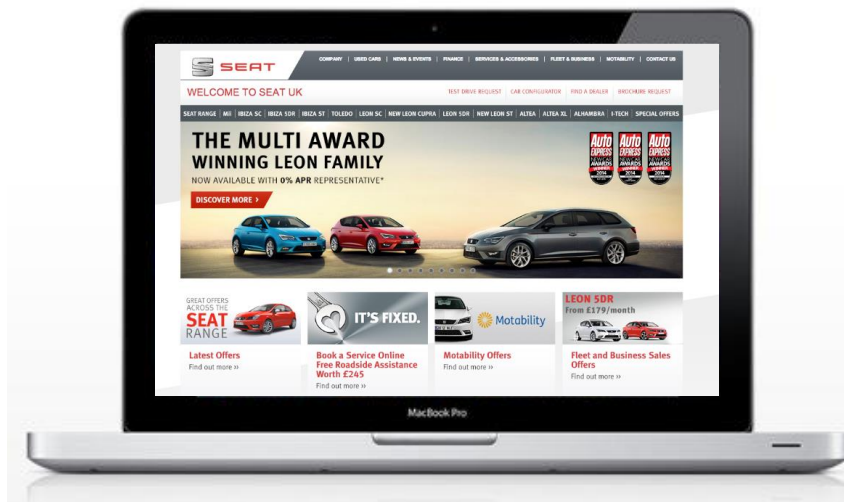
Brand recall uplift up to 335%

SearchSync: Syncing TV & SEA campaigns



Conversion uplift up to 92%

Prominently displaying advertised product increases conversion rates significantly



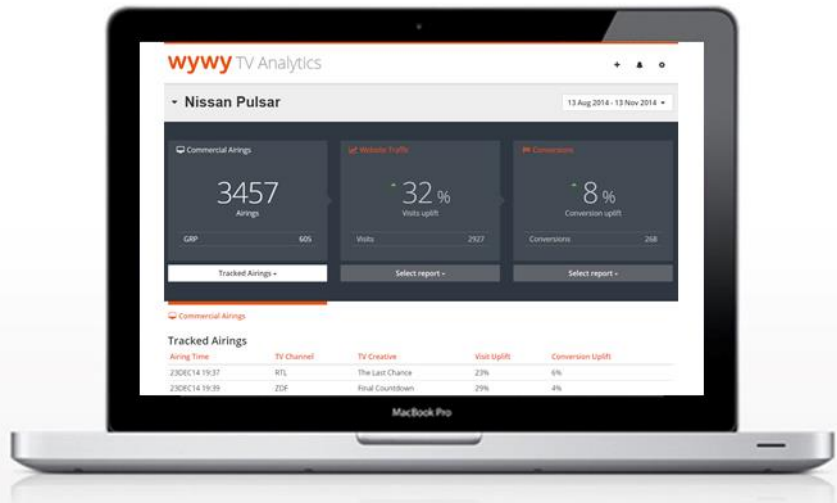
Non-synced website



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%