

DEMONSTRATE THE VALUE OF CROSS-PLATFORM ADVERTISING INVENTORY

One of the major revenue streams for television service providers are sales of their local and regional advertising inventories. But as consumer video content consumption fragments across numerous media, providers are scrambling to demonstrate audience value for their cross-platform advertising inventories.

THE CHALLENGE

A major national TV services provider needed to demonstrate the value of advertising on multiple content platforms to their clients. While clients were buying ad schedules on their traditional broadcast offerings, too many clients ignored the value of having a presence on their digital (website) platform as well.

APPLYING OUR INSIGHTS

By utilizing existing Scarborough respondents and their syndicated data, we isolated and re-interviewed consumers who subscribed to the provider's TV service and had visited their websites in the past 30 days.

With existing syndicated measures, a comprehensive profile of each of the consumers interviewed was created. The process involved administering a 30-minute survey across the 12 largest DMAs in their footprint. And that highlighted even more behavioral insights – from the frequency of watching ad inserted networks to the frequency of visiting the client's website properties, as well as the time spent on each platform. Once those measures were established, we captured several insights focused on tying ad exposure to purchasing behaviors and attitudes. Examples included:

- The trustworthiness of advertising media platforms (online, TV, radio, print, etc.)
- The platform most likely to be used to gain information across varying product categories
- Whether platform ads helped drive the consumer to visit (either in-person or on-line) the advertised store or make a purchase (by platform type)
- How often the consumer interacted with TV and on-line advertising via coupon offerings, seeking out product information, making a purchase, etc.

CUSTOM RESEARCH SOLUTIONS

THE RESULTS

This proprietary study revealed that customers who were relying on ad schedules across single screens (platforms) were missing out on exposing their advertising to a different – and very valuable – set of consumers who are multi-screen viewers. The client used this information to help promote two screen ad sales to their local and regional advertising clients.

CONTACT YOUR NIELSEN REPRESENTATIVE TO LEARN MORE ABOUT SCARBOROUGH LOCAL MARKET INSIGHTS