



Marketer FAQs

How can TV build buzz and interest for my brand online?



“ How can TV advertising drive more digital engagement with my brand? ”

This is a question many marketers ask.

Through VAB's decade-long studying of what drives business outcomes across the purchase funnel, we explore how brands are using TV campaigns to further build their online presence.

You'll learn:

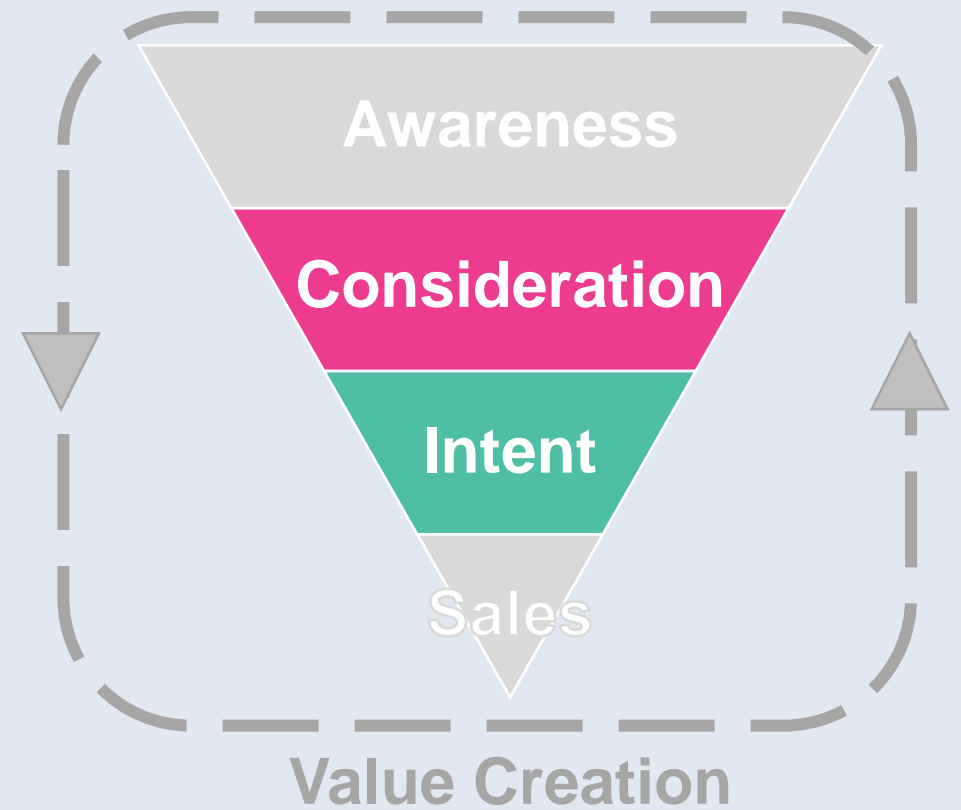
- ▶ How TV advertising heightens curiosity and increases customer consideration
- ▶ The impact TV campaigns have on purchase intent and their ability to bring new customers to brands' digital platforms

VAB has studied **hundreds of brands across categories** to understand the effect TV campaigns have on mid-to-lower funnel digital metrics

Sampling of Brands Analyzed



Purchase Funnel





10 ways that TV campaigns build a larger online presence for brands



Provokes search queries

Sparks social conversations

Delivers new customer prospects

Drives people to branded digital storefronts

Creates a halo effect for digital actions

Boosts app downloads

Lifts website traffic for brands at all life stages

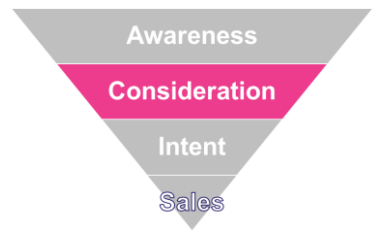
Converts best prospects for niche brands

Motivates younger audiences to act

Grows customer acquisition









TV heightens curiosity which makes new customers more likely to add a brand to their consideration set





Brands that increase their TV investment see **comparatively significant lifts in search results**

Sampling of Brands: TV Spend vs. Search Queries
Year-Over-Year % Increase

Brand	TV Spend	Search Queries
 chewy	+38%	+99%
 HOME CHEF	+149%	+119%
MVM™	+682%	+1,125%
 nerdwallet	+173%	+119%
 PillPack	+1,637%	+1,456%
 POSHMARK	+8,426%	+6,929%
 smile™	+105%	+197%
 THIRDLOVE	+337%	+160%
TOUCH OF MODERN	+3,874%	+3,398%
 ZOLA	+783%	+762%











Source: TV spending based on VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), *CY 2017 & 2018. Search Queries based on VAB analysis of iSpot.tv data and reflects TV commercial-related searches (Google, Bing, Yahoo!). Digital actions are correlated to TV ad airing data.

Increased TV investment leads to a significant lift in online social conversations

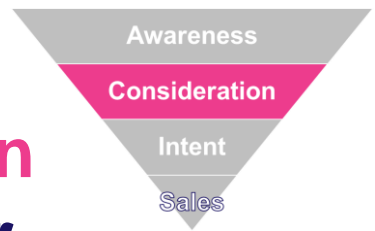
- ▶ The impact of TV ads on social conversations is sizeable, driving a +206% growth in social actions from a +93% growth in TV spend across the total 22 measured “emerging” direct brands

Sampling of Brands: TV Spend vs. ‘Social Actions’

Year-Over-Year % Increase*

Brand	TV Spend	Social Actions
	+121%	+558%
	+150%	+174%
	+5,815%	+77,000%
	+801%	+109%
	+141%	+232%
	+155%	+25,120%
	+2,246%	+475%
	+216%	+73%
	+845%	+26,300%
	+69%	+764%

Source: TV spending based on VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), *CY 2016 & 2017. Social actions based on VAB analysis of iSpot.tv data and reflects TV commercial-related social actions (posts, likes, shares and comments related to TV ads on Facebook, Twitter, YouTube, iSpot.tv)



TV campaigns expose brands to new audiences which delivers an influx of fresh, high-valued customers with more spending power

Unique Website Visitors Composition Shift

30 Direct-to-Consumer Brand Average

1Q '21 vs. 1Q '17 (Monthly Avg)



Median Age

+6.7
years

49.9 vs 43.2

1Q '21 vs 1Q '17* monthly average

30-Brand Cume TV spend between 2010-2016: **\$1.5B**



P50+ Comp %

+14.1
percentage points

51.7% vs 37.6%

1Q '21 vs 1Q '17* monthly average

30-Brand Cume TV spend between 2010-1Q 2021: **\$4.8B**

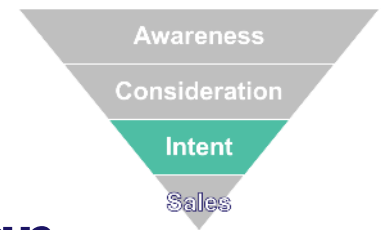
30 DTC Brands Analyzed

- | | | |
|--|---|---|
| AWAY
(Travel / Luggage) | +Babbel
(Language Learning) | betabrand
(Apparel & Accessories) |
| Casper
(Mattresses & Bedding) | fabfitfun
(Women's Lifestyle) | Fanatics
(Apparel & Accessories) |
| hims
(Men's Health) | HomeAdvisor
(Home Services) | Keeps
(Hair Loss) |
| MVMTM
(Watches) | Offerpad
(Real Estate) | PROPER CLOTH
(Men's Clothing) |
| ring
(Home Security) | SUN BASKET
(Meal Kit Delivery) | Thumbtack
(Home Services) |
| the Bouqs Co.
(Flower Delivery) | BOXED
(eRetailer) | Vrbo
(Vacation Rentals) |
| Glossier.
(Beauty) | GOVX ID
(eRetailer) | WARBY PARKER
(Eyewear) |
| MARLEY SPOON
(Meal Kit Delivery) | metromile
(Auto Insurance) | wayfair
(Home Goods) |
| purple
(Mattresses & Bedding) | REDFIN
(Real Estate) | Zillow
(Real Estate) |
| Tommy John
(Apparel & Accessories) | TOUCH OF MODERN
(Men's Lifestyle) | zulily
(eRetailer) |

Source: VAB analysis of Comscore mediаметrix multiplatform media trend data, P18+. 1Q '17: January – March '17, 1Q '21: January – March '21 (calendar months), monthly average within each quarter, P50+ comp% is based on monthly unique visitors; figures are based on monthly averages for each 3-month time period across the 30 brands analyzed. *1Q '17 (Jan-Mar '17) is reflective of the first 3-month measurement period available and is inclusive of a few brands that were first measured after this time period, based on their first 3-month measurement period. Note: Comscore did not begin measuring 'median age' as a reported metric until February '17, therefore the first time period reflects Feb-Apr '17.

**Greater consideration is more likely
to increase a customer's likelihood
of purchase**

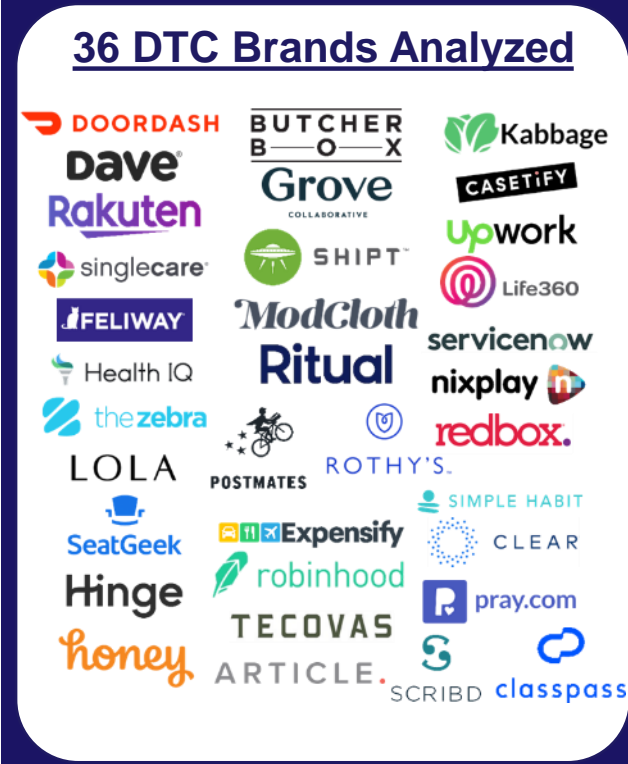
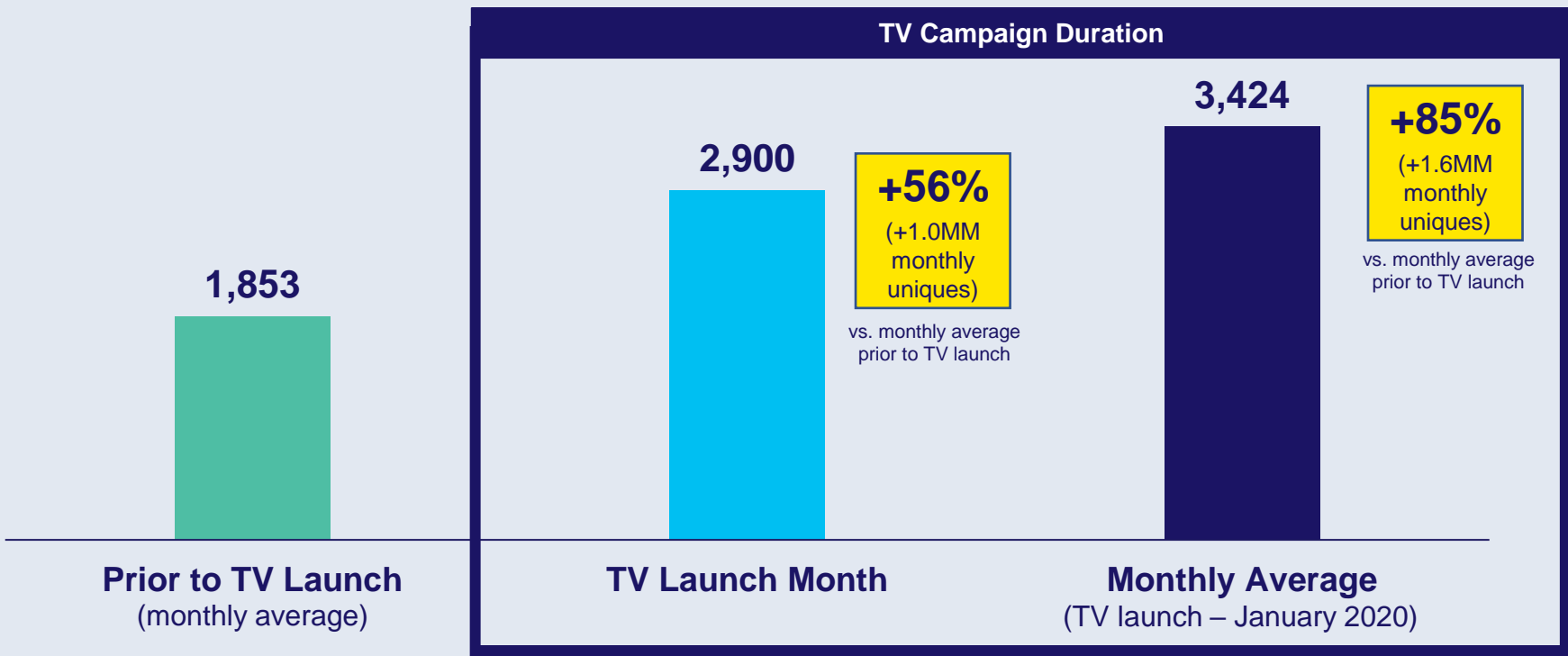




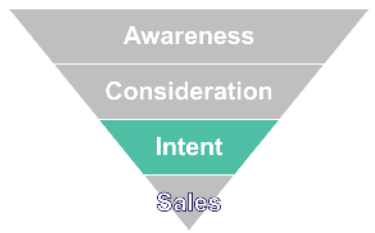
After TV launches, digital-native brands see a surge of new customers to their online stores, with a lift through their campaign

36 'Emerging' Direct-to-Consumer (DTC) Brands*

Average Monthly Website Unique Visitors (000)
Based Over a Four-Year Time Period: Jan '16 – Jan '20



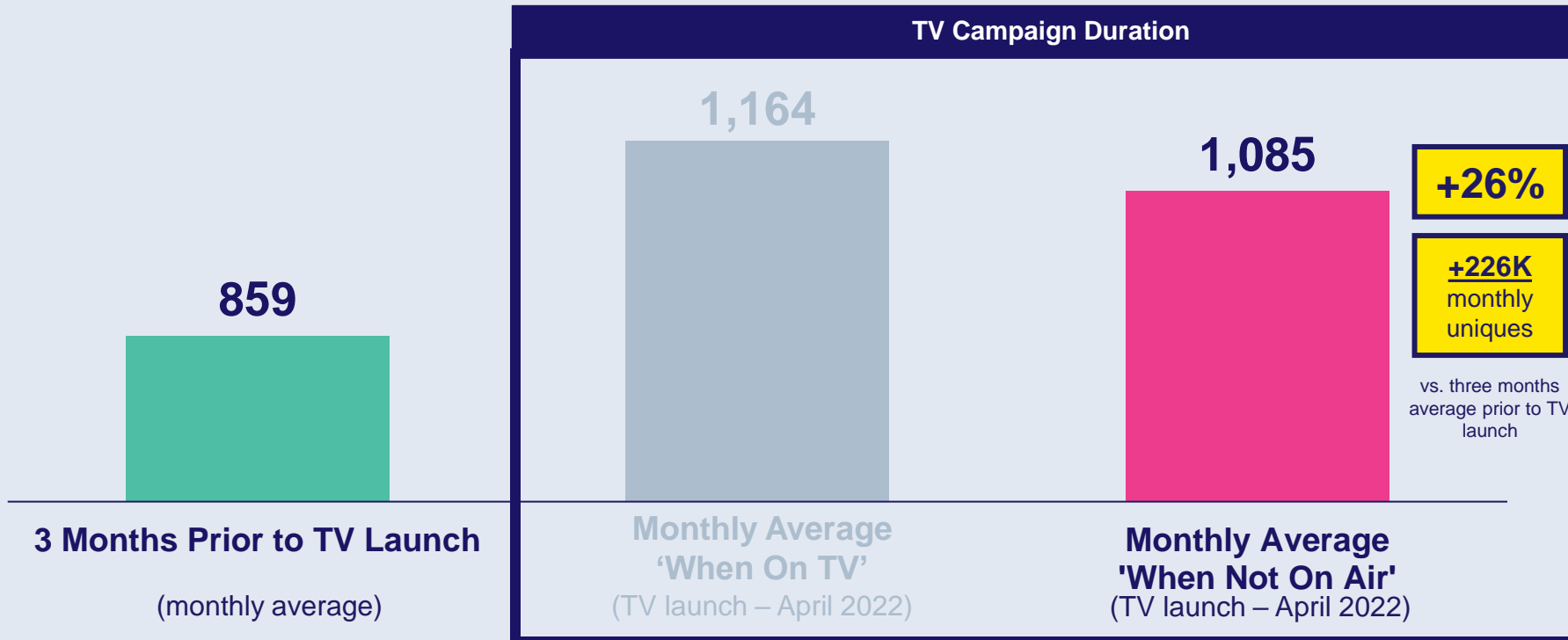
Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Feb '18 – Jan '20 (calendar months). VAB analysis of Comscore mediameatrix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), Jan '16 – Jan '20 (calendar months). 'Prior to TV Launch' reflects the average monthly unique visitors based on when each brand's website began being measured by Comscore, or starting from January 2016 if measurement began before that month. *Reflects the 36 brands that are measured in Comscore and had reported monthly unique visitors in at least one month prior to their campaign launch.



TV campaigns create a ‘halo effect’ for brands, driving more people to their website even in months when they are not on TV

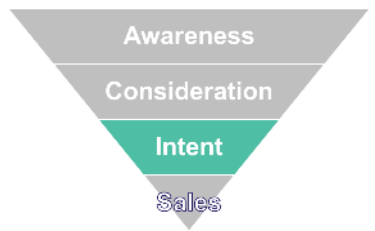
25 Business-to-Business (B2B) Brands Analysis

Monthly Website Unique Visitors (000) Comparison
Based Over a Four-Year Time Period: Apr '18 – Apr '22



Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. April 2018 – April 2022 (calendar months), figures are based on monthly averages for the 25 brands analyzed. 'When On TV' represents the monthly average for brands in months where they spend on national TV as measured through Nielsen AdIntel across the April 2018 – April 2022 (calendar months) time period across the 25 brands analyzed. 'When Not On Air' represents the monthly average for brands in months where they don't spend on national TV, after their first month of TV spend, as measured through Nielsen AdIntel across the April 2018 – April 2022 (calendar months) time period across the 25 brands analyzed.

25 B2B Brands Analyzed



When mobile app brands advertise on TV, they see significant increases in visits to their digital platforms

46 Mobile App Advertisers

Average Mobile App Unique Visitors Comparison

“When On” vs. “When Off” TV during a 15-Month Analysis Time Period



- App categories include:**
- Games**
 - Clash of Kings, Candy Crush, Clash of Clans
 - eCommerce**
 - Walmart, Best Buy
 - Travel**
 - Expedia, Orbitz, Uber
 - Sports**
 - MLB, NBA, NFL, Yahoo Sports
 - Financial / Insurance**
 - Discover, Progressive

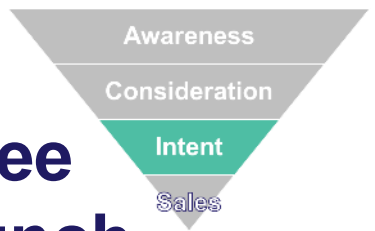
‘When On’ TV
Average Month

+25% more
Unique Visitors
(average by advertiser)

‘When Off’ TV
Average Month

-20% less
Unique Visitors
(average by advertiser)

Sources: Nielsen AdIntel, (web-based app game product category), TV spend (cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, syndication TV, spot TV); October 2014 – December 2015. comScore mobile metric media trend (application access only), unique visitors (P2+), October 2014 – December 2015. Analysis is based on comparison of average monthly unique visitors for “When TV Off” vs. “When TV On” months of activity.

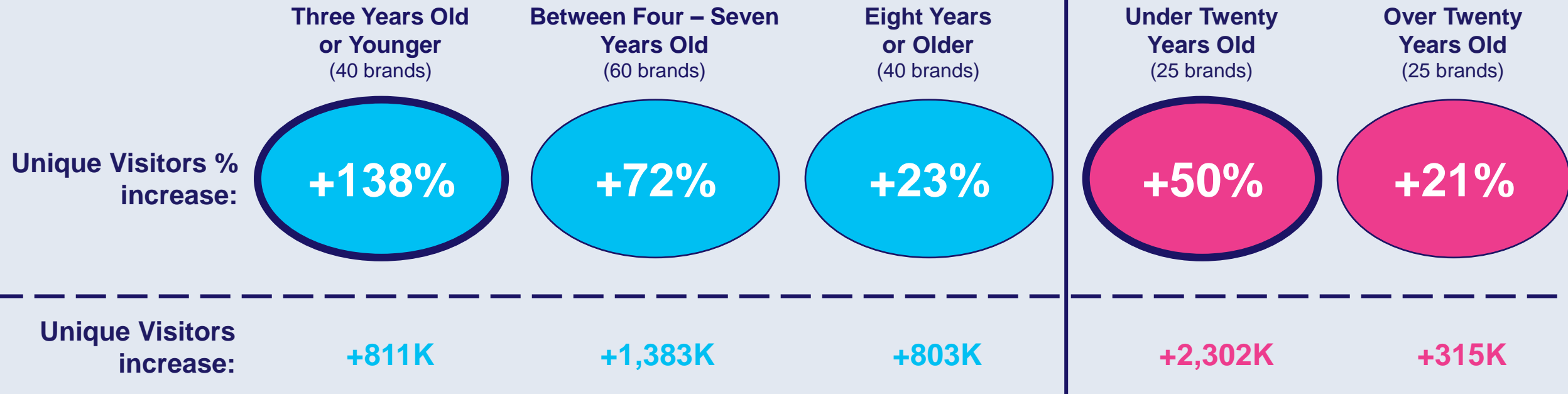


No brand is too ‘young’ for TV as advertisers across life stages see new customers coming to their digital platforms after their TV launch

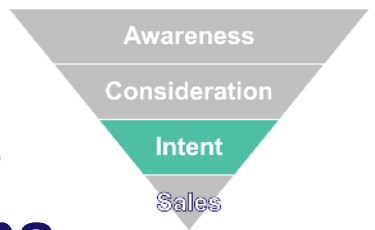
“When On TV” Monthly Average vs. Three-Month Average Prior To TV
Average Website Unique Visitors

Direct-to-Consumer (DTC) Brands
140 brands across 25+ categories

Non-DTC Brands
50 brands across 15+ categories



Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndicated TV), Jun '16 – Jun '20 (calendar months). VAB analysis of Comscore mediametrix multiplatform (desktop + mobile) media trend data; P18+, Jun '16 – Jun '20 (calendar months).

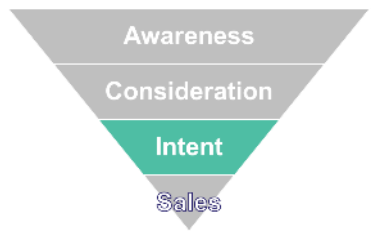


Brands with niche targets are using audience-based TV buying to reach their best customers and drive them to their digital platforms

Sampling of Business-to-Business Brands: Monthly Website Unique Visitors (000) Comparison
 Based Over a Four-Year Time Period: Apr '18 – Apr '22

Brand	B2B Category	Three-Month Average: Prior to TV Launch	Monthly Average: 'When On TV'	# Diff (000)	% Diff
Avira	Software	71	153	+82	+115%
Canva	Graphic Design	5,281	9,480	+4,199	+80%
CLEAR	Security	217	644	+427	+197%
Expensify	Expense Mgmt.	240	477	+237	+99%
Kabbage	Banking/Finance	118	241	+123	+105%
KAJABI	Software	142	306	+164	+116%
peopleready <small>A TRUEBLUE COMPANY</small>	Staffing	118	163	+45	+38%
smartsheet	Software	1,288	1,723	+434	+34%
Ten-X™	Comm. Real Estate	144	419	+275	+191%
upwork™	Freelancing	1,542	1,759	+216	+14%
webflow	Software	387	698	+312	+81%
workhuman.*	Human Resources	15	156	+141	+929%

Source: VAB analysis of Comscore mediаметrix multiplatform media trend data, P18+. April 2018 – April 2022 (calendar months), figures are based on monthly averages for the 25 brands analyzed. 'When On TV' represents the monthly average for brands in months where they spend on national TV as measured through Nielsen AdIntel across the April 2018 – April 2022 (calendar months) time period across the 25 brands analyzed.



TV campaigns for younger-targeted, disruptor brands inspire engagement and online conversion

Sampling of Younger-Skewing Disruptor Brands

Monthly Website Unique Visitors (000) Comparison

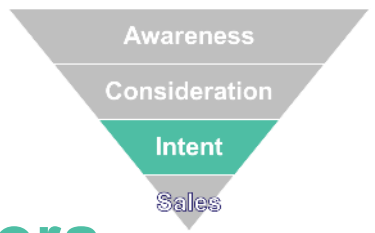
Based Over a Four-Year Time Period: Jan '16 – Jan '20

Brand	Monthly Average: Prior to TV Launch	Monthly Average: TV Launch – Jan '20	# Diff	% Diff
DOORDASH	5,467	22,020	+16,553	+303%
SeatGeek	2,920	3,923	+1,003	+34%
MANSCAPED	765	1,662	+897	+117%
TECOVAS	549	1,081	+532	+97%
classpass	286	474	+188	+66%

Based Over a Four-Year Time Period: Mar '16 – Feb '19

Brand	Monthly Average: Prior to TV Launch	Monthly Average: TV Launch – Feb '19	# Diff	% Diff
lyft	2,471	10,549	+8,078	+327%
POSHMARK	5,978	13,812	+7,833	+131%
purple	1,309	1,630	+321	+25%
zelle	1,584	3,008	+1,424	+90%
ZOLA	254	1,324	+1,070	+422%

Source: **Direct Effect** - VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Feb '18 – Jan '20 (calendar months). VAB analysis of Comscore mediameatix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), Jan '16 – Jan '20 (calendar months). 'Prior to TV Launch' reflects the average monthly unique visitors based on when each brand's website began being measured by Comscore, or starting from January 2016 if measurement began before that month. **Direct Outcomes** - Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), March '15 – February '19 (calendar months). VAB analysis of Comscore mediameatix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), March '15 – February '19 (calendar months). 'Prior to TV Launch' reflects the average monthly unique visitors based on when each brand's website began being measured by Comscore, or starting from March 2015 if measurement began before that month.



TV campaigns drive increased digital platform engagement with high-value customers who are more likely to become repeat visitors

Key Website Metrics: 30 Direct-to-Consumer Brand Average 1Q '21 vs. 1Q '17*: Monthly Avg Comparison



Unique Visitors (000)

+3,156

Difference

+63%

% Difference

Total U.S. Internet Avg
% Difference

+10%



Total Visits (000)

+22,184

+135%

+26%



Total Minutes (MM)

+95

+89%

+34%

30 DTC Brands Analyzed

AWAY (Travel / Luggage)	+Babbel (Language Learning)	β betabrand (Apparel & Accessories)
Casper (Mattresses & Bedding)	fabfitfun (Women's Lifestyle)	Fanatics (Apparel & Accessories)
hims (Men's Health)	HomeAdvisor (Home Services)	Keeps (Hair Loss)
MVMT (Watches)	Offerpad (Real Estate)	PROPER CLOTH (Men's Clothing)
ring (Home Security)	SUN BASKET (Meal Kit Delivery)	Thumbtack (Home Services)
THE Bouqs Co. (Flower Delivery)	BOXED (eRetailer)	Vrbo (Vacation Rentals)
Glossier. (Beauty)	GOVX ID (eRetailer)	WARBY PARKER (Eyewear)
MARLEY SPOON (Meal Kit Delivery)	metromile (Auto Insurance)	wayfair (Home Goods)
purple (Mattresses & Bedding)	REDFIN (Real Estate)	Zillow (Real Estate)
Tommy John (Apparel & Accessories)	TOUCH OF MODERN (Men's Lifestyle)	zulily (eRetailer)

Source: VAB analysis of Comscore mediаметrix multiplatform media trend data, P18+. 1Q '17: January – March '17, 1Q '21: January – March '21 (calendar months), figures are based on monthly averages for each 3-month time period across the 30 brands analyzed. *1Q '17 (Jan-Mar '17) is reflective of the first 3-month measurement period available and is inclusive of a few brands that were first measured after this time period, based on their first 3-month measurement period. 30 brands total TV spend (between 1Q '17 – 1Q'21): \$3.3B.

Key Implications for Marketers

- ▶ TV campaigns have a measurable impact on digital metrics like search queries and online social interactions which grows consumer curiosity and increases customer consideration
- ▶ The halo effect of TV lifts purchase intent by bringing an influx of new customers to brands' digital platforms, including their websites and mobile apps

To learn more about the full-funnel impact of TV advertising, download our full report below

‘25 Ways TV Grows Brands’ explores real-world examples of how TV drives full-funnel outcomes, distilled from a decade of VAB’s TV attribution reports across 1,000+ brands, 80+ categories and 30+ metrics analyzed.



25 Ways TV Grows Brands:
Powering Performance Through Full-Funnel Business Outcomes

Awareness → Consideration → Intent → Sales → Value Creation

1 Legitimizes brands	2 Turns brands into household names	3 (Re)Builds brand perception	4 Enables brands to breakthrough	5 Provokes search queries
6 Piques curiosity for ubiquitous brands	7 Sparks social conversations	8 Delivers new customer prospects	9 Drives people to branded digital storefronts	10 Creates a halo effect for digital actions
11 Boosts app downloads	12 Generates greater intent at all investment levels	13 Lifts website traffic for brands at all life stages	14 Converts best prospects for niche brands	15 Motivates younger audiences to act
16 Grows customer acquisition	17 Lifts short-term business performance	18 Increases long-term sales	19 Successfully launches new products	20 Transforms challengers into market leaders
21 Strengthens share of market	22 Inspires multicultural audiences to purchase	23 Stimulates capital investment	24 Bolsters company valuations	25 Spurs acquisitions

PAGE 4

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Let's Get Down to Business
How Brand-Building Drives Outcomes for Innovative B2B Advertisers



The Secret of My Success
Examining The Winning Marketing Strategy That's Fueling High-Growth DTC Brands



The Halo Effect: TV as a Growth Engine
Why Brands are Accelerating their Path to TV



Analyzing Outcomes From The Tech Giants' TV Investment



Direct Effect
Driving Intent For Emerging DTC Brands



Direct Outcomes
Analyzing The 'Big Bets' DTC Brands Are Making On TV

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VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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