

# VAB REPORT: "IGNITION POINT"

## THE TV-TRAFFIC CORRELATION FOR CALL-TO-ACTION BRANDS



# Summary

As the Internet becomes the modern storefront, generating website traffic takes on a higher priority in marketing. This is particularly true for brands that depend on advertising to generate high sales volume on short notice.

The most essential question for these marketers becomes, what gets it all started?

While clutter clouds the media measurement arena, one straight-line correlation stands out for call-to-action brands: Their website traffic rises and falls in step with TV advertising.

This is the second report in the VAB's commitment to illustrate critical effects of TV advertising that are hidden by the silo nature of syndicated data. Last year, we looked at the correlation between TV advertising and website traffic for 75 pure-play Internet companies, and found 85% showed a direct correlation between TV spending and website traffic.

This time, we chose to look at 125 brands in six categories – restaurants, retail, travel, telco / location-based mobile apps, financial and insurance – that collectively accounted for more than \$30 billion in TV advertising in 2014. Importantly, we studied a cross-section of brands – large, midsized, smaller, national, regional and local – with more than 100,000 unique visitors per month as measured by comScore. All results are from the February 2014 to March 2015 period.

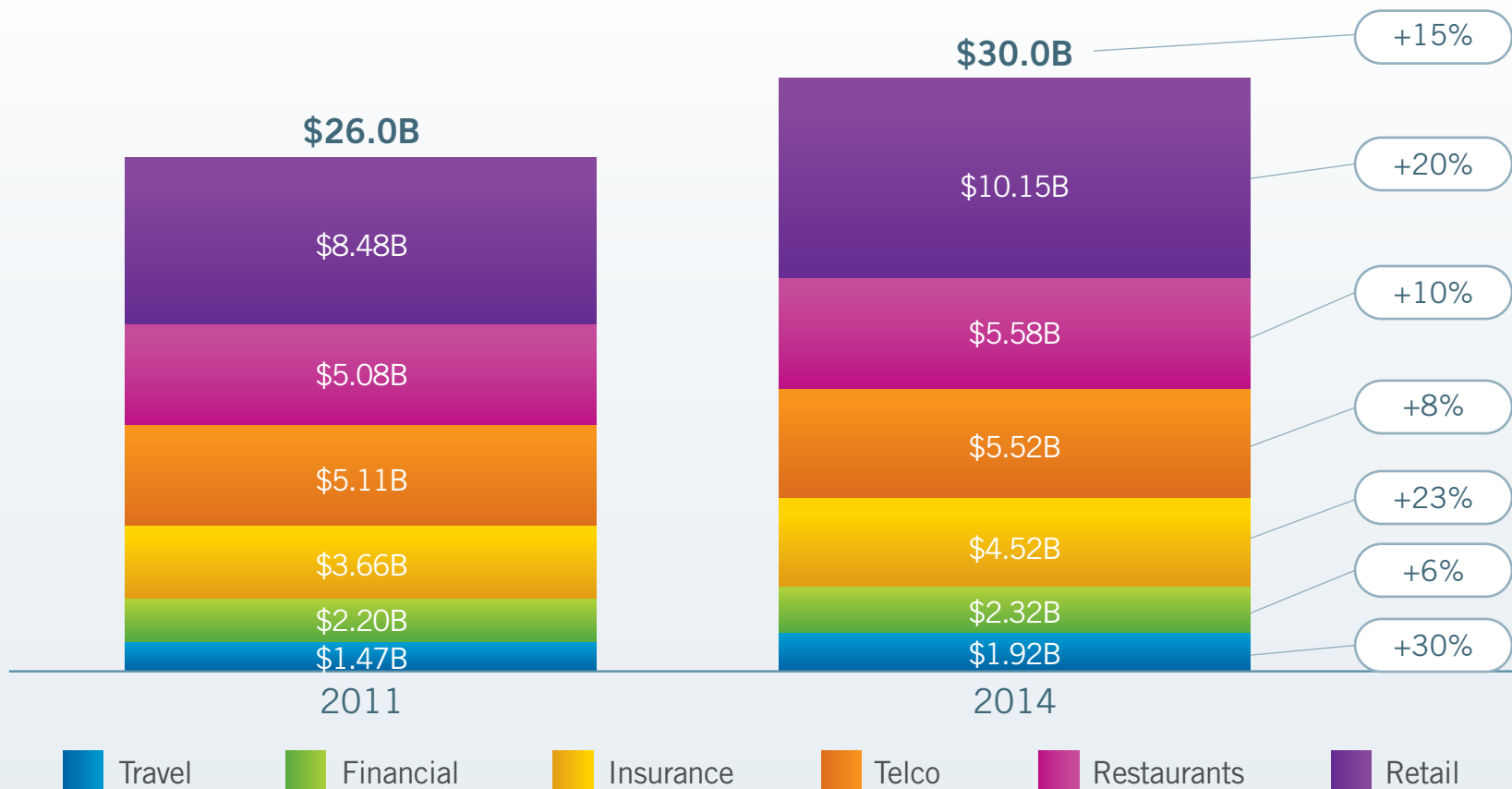
Fully 82% of these brands showed a correlation between TV advertising and website traffic. Of the 85 brands with visitor increases, 87% had upped TV spending. On average, they increased spending by 22% and saw 24% increases in unique visitors. Of the 40 brands with visitor decreases, 70% had lowered TV spending – an average of 10% less TV spending with a concurrent 9% decrease in visitors.

# Our Hypothesis: TV Boosts Action, Not Just Awareness

In an increasingly action-oriented marketing environment, major call-to-action advertisers increased spending by 15% on TV from 2011 to 2014. Why would they do this if TV is just the great awareness medium? Our hypothesis was that TV advertising of all types – brand, promotion, DRTV – increases consumer action as well as brand engagement.

To examine this, we looked at a widely-available, agnostic measure – website traffic expressed in unique visitors.

**“CTA” Categories: 2011 vs. 2014 Total TV Spend Trend (Billions)** vs. '11



Source: Nielsen AdViews; TV spend (cable TV, broadcast TV, SLC TV, SLN TV, syndication, spot TV) calendar year 2011 vs. 2014

# Our Universe: 125 Major National & Local Brands In 6 CTA Categories

Based on a 14-month time period (Feb'14 – Aug'14 vs. Sep.'14 – Mar'15), we compared the monthly unique visitor average to TV spend average for the first seven months vs. the last seven months to understand what, if any, correlations exist

## Restaurants, Retail, Travel, Telco/Apps, Financial & Insurance



The list reflects a sample of different-sized brands with a mix of national & regional/local footprints. To be considered, brands had to have a 100K+ monthly unique visitor average per comScore.

# Our Findings: A Positive Correlation Between TV Spend & Website Traffic

**102 of the 125 “Call-To-Action” Brands (82%)**

Analyzed Exhibited a Direct Correlation Between TV Spend & Website Traffic

40 Brands  in Unique Visitors

28 out of 40 Brands (70%) also had lower TV spend



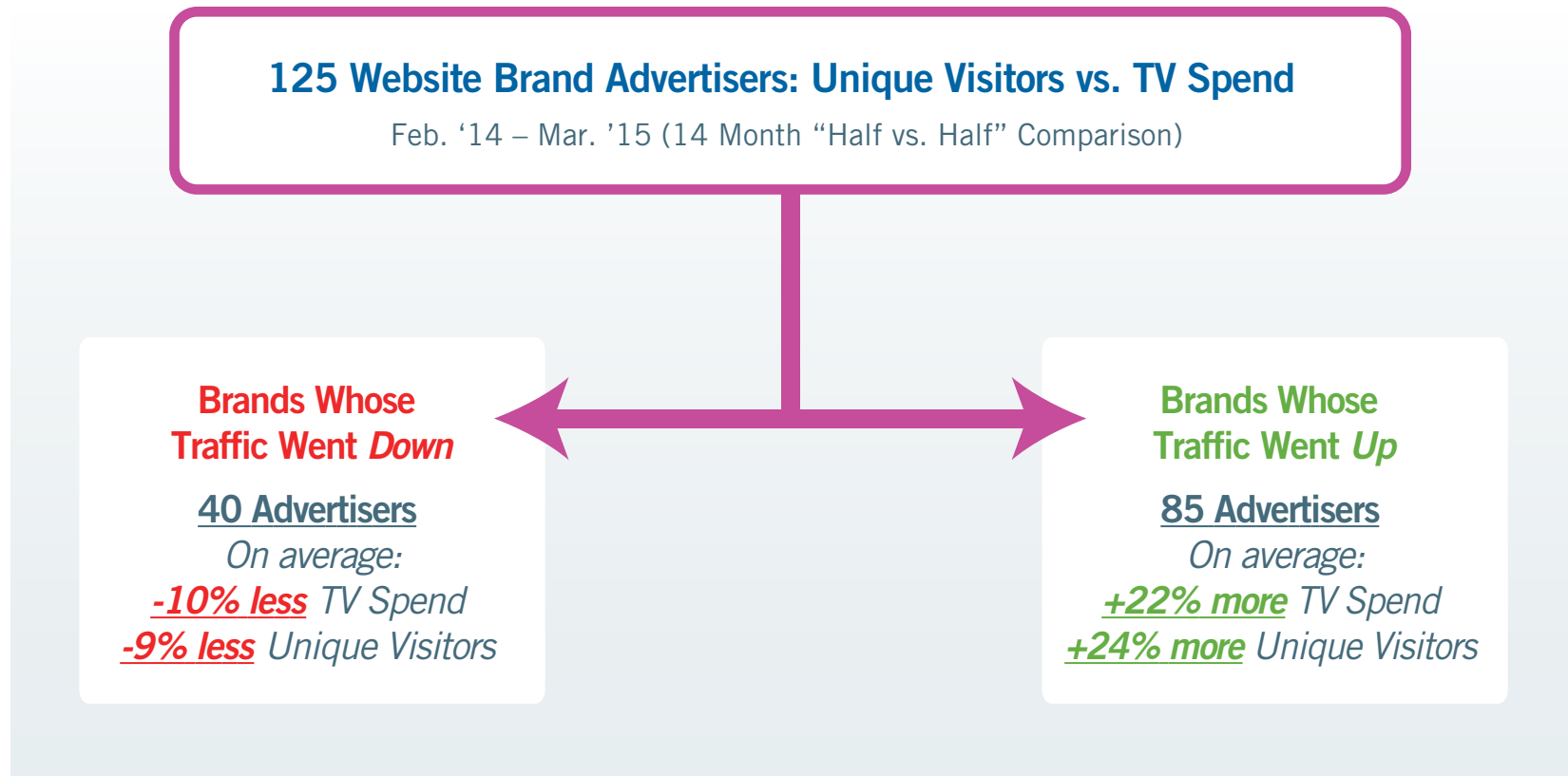
85 Brands  in Unique Visitors

74 out of 85 Brands (87%) also had higher TV spend



Source: Nielsen AdViews, TV spend (cable TV, broadcast TV, SLC TV, SLN TV, syndication, spot TV) Feb 2014-Mar 2015; comScore, mediatrix multiplatform, unique visitors Total Audience (P2+). Spend & unique visitors based on Feb-Aug '14 vs. Sep'14-Mar '15 monthly avg

# Our Findings: How Consistent Is This Correlation?








# Call-To-Action Brands' Correlation Scorecard






Category	Brands with <i><u>Decreased Uniques</u></i> and <i><u>Decreased TV Spend</u></i>	Brands with <i><u>Increased Uniques</u></i> and <i><u>Increased TV Spend</u></i>	Total Correlation
Restaurants	14 out of 18 (78%)	12 out of 16 (75%)	26 out of 34 (76%)
Retail	0 out of 2 (0%)	27 out of 31 (87%)	27 out of 33 (82%)
Travel	9 out of 14 (64%)	4 out of 4 (100%)	13 out of 18 (72%)
Telco / App	2 out of 2 (100%)	11 out of 11 (100%)	13 out of 13 (100%)
Financial	1 out of 1 (100%)	11 out of 13 (85%)	12 out of 14 (86%)
Insurance	2 out of 3 (67%)	9 out of 10 (90%)	11 out of 13 (85%)

Source: Nielsen AdViews, TV spend (cable TV, broadcast TV, SLC TV, SLN TV, syndication, spot TV) Feb 2014-Mar 2015; comScore, mediameitrix multiplatform, unique visitors Total Audience (P2+). Spend & unique visitors based on Feb-Aug '14 vs. Sep'14-Mar '15 monthly avg

# Deep Dives: Select Examples of Brands' Demonstrated TV Spend / Site Traffic Correlation

## TV Spend Down, Traffic Down






					
<b>TV Spend (000):</b>					
Feb. '14 – Aug '14:	\$4,739	\$1,823	\$9,879	\$798	\$1,702
Sep. '14 – Mar '15	\$3,834	\$1,344	\$6,452	\$430	\$645
<b>% Difference:</b>	<b>-19%</b>	<b>-27%</b>	<b>-35%</b>	<b>-46%</b>	<b>-62%</b>
<b>Unique Visitors (000):</b>					
Feb. '14 – Aug '14:	1,604	966	1,487	1,318	242
Sep. '14 – Mar '15	1,389	766	1,089	1,048	90
<b>% Difference:</b>	<b>-13%</b>	<b>-21%</b>	<b>-27%</b>	<b>-21%</b>	<b>-63%</b>






					
<b>TV Spend (000):</b>					
Feb. '14 – Aug '14:	\$1,987	\$997	\$1,436	\$3,633	\$42,657
Sep. '14 – Mar '15	\$440	\$503	\$1,230	\$719	\$40,607
<b>% Difference:</b>	<b>-78%</b>	<b>-50%</b>	<b>-14%</b>	<b>-80%</b>	<b>-5%</b>
<b>Unique Visitors (000):</b>					
Feb. '14 – Aug '14:	564	631	1,231	2,508	10,684
Sep. '14 – Mar '15	384	274	1,104	1,190	8,564
<b>% Difference:</b>	<b>-32%</b>	<b>-57%</b>	<b>-10%</b>	<b>-53%</b>	<b>-19%</b>

Source: Nielsen AdViews, TV spend (cable TV, broadcast TV, SLC TV, SLN TV, syndication, spot TV) Feb 2014-Mar 2015; comScore, mediametrix multiplatform, unique visitors Total Audience (P2+). Spend & unique visitors based on Feb-Aug '14 vs. Sep'14-Mar '15 monthly avg

# Deep Dives: Select Examples of Brands' Demonstrated TV Spend / Site Traffic Correlation

## TV Spend Up, Traffic Up






					
<b>TV Spend (000):</b>					
Feb. '14 – Aug '14:	\$6,314	\$8,256	\$2,407	\$4,194	\$3,617
Sep. '14 – Mar '15	\$7,808	\$11,410	\$3,566	\$5,067	\$5,046
<b>% Difference:</b>	<b>+24%</b>	<b>+38%</b>	<b>+48%</b>	<b>+21%</b>	<b>+39%</b>
<b>Unique Visitors (000):</b>					
Feb. '14 – Aug '14:	1,317	822	2,448	6,078	1,328
Sep. '14 – Mar '15	1,956	1,176	4,204	7,720	1,687
<b>% Difference:</b>	<b>+49%</b>	<b>+43%</b>	<b>+72%</b>	<b>+27%</b>	<b>+27%</b>






					
<b>TV Spend (000):</b>					
Feb. '14 – Aug '14:	\$11,034	\$688	\$4,578	\$16,389	\$4,967
Sep. '14 – Mar '15	\$12,377	\$1,497	\$9,057	\$20,212	\$5,878
<b>% Difference:</b>	<b>+12%</b>	<b>+118%</b>	<b>+98%</b>	<b>+23%</b>	<b>+18%</b>
<b>Unique Visitors (000):</b>					
Feb. '14 – Aug '14:	2,011	3,330	763	1,519	7,528
Sep. '14 – Mar '15	2,480	5,735	1,633	2,719	9,222
<b>% Difference:</b>	<b>+23%</b>	<b>+72%</b>	<b>+114%</b>	<b>+79%</b>	<b>+23%</b>

Source: Nielsen AdViews, TV spend (cable TV, broadcast TV, SLC TV, SLN TV, syndication, spot TV) Feb 2014-Mar 2015; comScore, mediatrix multiplatform, unique visitors Total Audience (P2+). Spend & unique visitors based on Feb-Aug '14 vs. Sep'14-Mar '15 monthly avg

# Deep Dives: Select Examples of Brands' Demonstrated TV Spend / Site Traffic Correlation

## TV Spend Up, Traffic Up

					
<b>TV Spend (000):</b>					
Feb. '14 – Aug '14:	\$11,387	\$44,612	\$2,474	\$9,379	\$15,304
Sep. '14 – Mar '15	\$14,569	\$54,603	\$3,274	\$11,764	\$16,862
<b>% Difference:</b>	<b>+28%</b>	<b>+22%</b>	<b>+32%</b>	<b>+25%</b>	<b>+10%</b>
<b>Unique Visitors (000):</b>					
Feb. '14 – Aug '14:	451	52,203	137	24,303	9,540
Sep. '14 – Mar '15	748	71,492	226	34,102	11,726
<b>% Difference:</b>	<b>+66%</b>	<b>+37%</b>	<b>+65%</b>	<b>+40%</b>	<b>+23%</b>

					
<b>TV Spend (000):</b>					
Feb. '14 – Aug '14:	\$4,134	\$872	\$1,407	\$24,076	\$2,771
Sep. '14 – Mar '15	\$6,765	\$1,280	\$1,972	\$33,011	\$3,201
<b>% Difference:</b>	<b>+64%</b>	<b>+47%</b>	<b>+40%</b>	<b>+37%</b>	<b>+15%</b>
<b>Unique Visitors (000):</b>					
Feb. '14 – Aug '14:	1,482	3,602	255	36,981	4,718
Sep. '14 – Mar '15	2,244	4,526	449	48,327	5,227
<b>% Difference:</b>	<b>+51%</b>	<b>+26%</b>	<b>+76%</b>	<b>+31%</b>	<b>+11%</b>

Source: Nielsen AdViews, TV spend (cable TV, broadcast TV, SLC TV, SLN TV, syndication, spot TV) Feb 2014-Mar 2015; comScore, mediametrix multiplatform, unique visitors Total Audience (P2+). Spend & unique visitors based on Feb-Aug '14 vs. Sep'14-Mar '15 monthly avg

# Conclusion

The temptation has been to think it's necessary to find an Internet starting point, and completely reorient marketing, to succeed in the digital world. The data leads to a more reassuring conclusion for marketers. The ignition point is something they're intimately familiar with – TV advertising.

This report adds to a mounting body of sophisticated evidence pointing to one conclusion: TV advertising is the primary driver of sales traffic.



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