

# Quantifying Impact

Measuring success of TV and digital advertising through 605's Cross Platform Attribution

# EXECUTIVE SUMMARY

The Fast Casual Dining Brand ad campaign on WarnerMedia AudienceNOW XP drove over \$7M in incremental sales, outperforming the benchmark of non-targeted cable ads

**Total Sales: +10%**   **Visits: +9%**   **Average Sales: +3%**

	Non-Targeted Competitive Cable	Warner AudienceNOW Cross Platform
<b>Incremental Sales</b>	\$14,391,766	<b>\$7,164,864</b>
<b>Impressions</b>	1,661,480,183	<b>751,925,337</b>
<b>Incremental Sales per M Impressions</b>	\$8.66	<b>\$9.53</b>

## SEGMENTS:

WarnerMedia ads were most effective at persuading in-target households, past Fast Casual Dining Brand purchasers and Competitive Restaurant A purchasers to convert

## CAMPAIGN:

Data Driven Linear advertising through WarnerMedia’s AudienceNOW was more effective at generating sales than Non-Targeted ads airing on competitive networks

## PLATFORM:

Targeted OTT was more effective than linear

## NETWORK:

TruTV was the most effective Warner Network, accounting for 37% of incremental sales and an index of 221

## CREATIVE:

Creatives with “\$0 Fee” messaging drove the largest incremental gains

**OVERVIEW**

**4**

**CAMPAIGN**

**6**

**EXPOSURE EFFECTS**

**14**

OVERVIEW

4

CAMPAIGN

6

EXPOSURE EFFECTS

14

# BACKGROUND

## Campaign

Brand: Fast Causal Dining Brand (FCDB)

FCDB ads were measured from **12/23/2020 to 3/29/2021**.

Digital ads ran 12/23/2020 - 3/29/2021

Linear ads ran 12/28/2020 - 3/28/2021

National Linear ads include: Warner ANOW and Non-Warner cable non-sports

Creative groups measured: 8

## Measurement

**Post-campaign** measurements used purchase data from **12/28/2020 to 4/11/2021**.

4 KPIs were measured:

Total Sales: Total household sales in dollars

Penetration: Percent of households with at least one purchase

Visits: Number of visits (transactions)

Average Sales: Average household sales per visit in dollars

Sales measurements were run on 12 segments (each projected nationally):

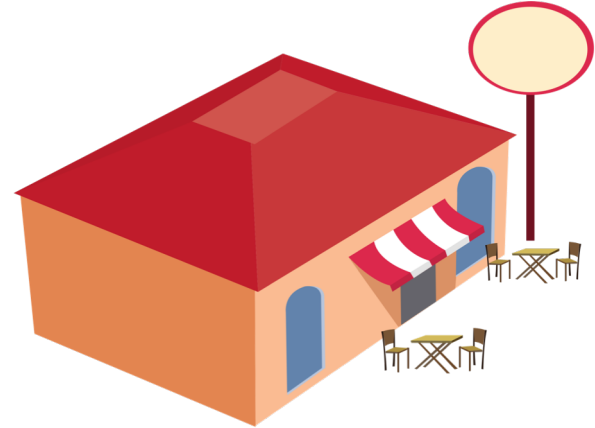
**Everyone:** households in both the Affinity and 605 datasets

**Competitor Purchasers,** any in the past year: Competitive A, Competitive B, Competitive C, Competitive D, and Competitive E

**FCDB Purchasers** in the past year: Heavy (11+ visits), Medium (4-10 visits), Light (1-3 visits), and Non-Purchasers.

**Target:** Heavy and Medium FCDB Purchasers (top ⅓ of purchasers, >\$24.71); Medium and Light Combined Competitor (bottom ⅓ of purchasers)

**Non-Target**



**OVERVIEW**

**4**

**CAMPAIGN**

**6**

**EXPOSURE EFFECTS**

**14**

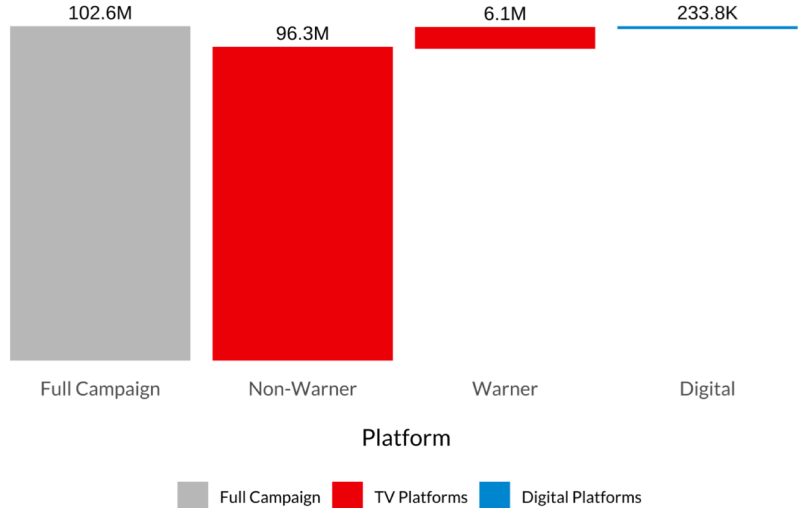
# CAMPAIGN SUMMARY

Linear TV accounted for the vast majority of impressions, with 31% (749M) served on Warner Networks. Roughly half of the households reached on digital also saw a TV impression.

Platform	All Reached Households				Uniquely Reached Households	
	Impressions	Reach	% Total Reach	Average Frequency	Unique Reach	% Unique Reach
Full Campaign	2,413,405,518	102,631,184	85.2%	23.52	--	--
Digital Overall	2,463,041	478,549	0.4%	5.15	233,827	48.9%
TV Overall	2,410,942,479	102,397,357	85.0%	23.54	102,152,635	99.8%
TV Warner	749,462,296	61,254,627	50.9%	12.24	6,080,592	9.9%
TV Non-Warner	1,661,480,183	96,289,945	80.0%	17.25	41,046,208	42.6%
TV & Digital	5,970,830	244,722	0.2%	24.40	--	--

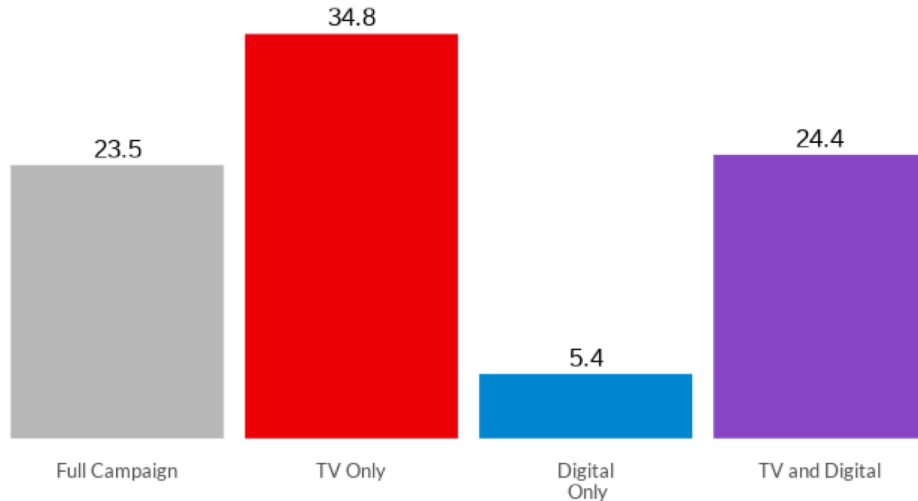
# INCREMENTAL REACH

## by Platform



- Only **0.2%** (233.8K) of households reached during the full campaign were reached exclusively through **Digital** platforms.
- Of the **102.4M** households reached on **TV**, **6%** (6.1M) were only exposed on **Warner Networks**.

# AVERAGE FREQUENCY



Average frequency among households reached exclusively by TV (**34.8** impressions) was **6.4x** higher than households reached exclusively on digital and **1.4x** higher than households exposed on both platforms.

# PLATFORM OVERLAP

TV Warner	TV Non-Warner	Digital	Unique Reach (thousands)	Impressions (thousands)	Average Frequency
X			6,080	41,037	6.7
	X		41,046	447,593	10.9
		X	234	1,263	5.4
X	X		55,025	1,917,543	34.8
X		X	27	146	5.5
	X	X	97	1,391	14.3
X	X	X	121	4,433	36.6

Households exposed to both **Warner** and **Non-Warner** linear ads had the highest average frequency of impressions, with the highest among those who were also exposed to **Digital**.

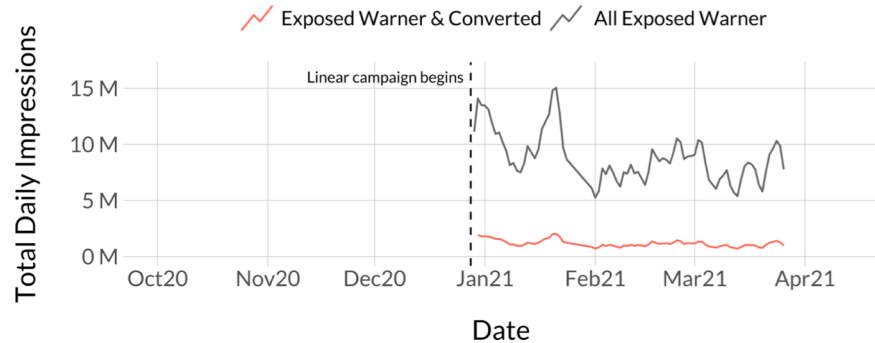
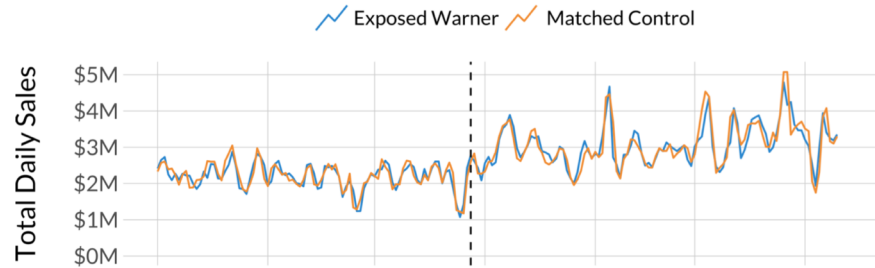
*Note: Numbers in the chart are exclusive, meaning one household is included in at most one cell.*

# DAILY SALES AND IMPRESSIONS

## Warner (ANOW + Digital)

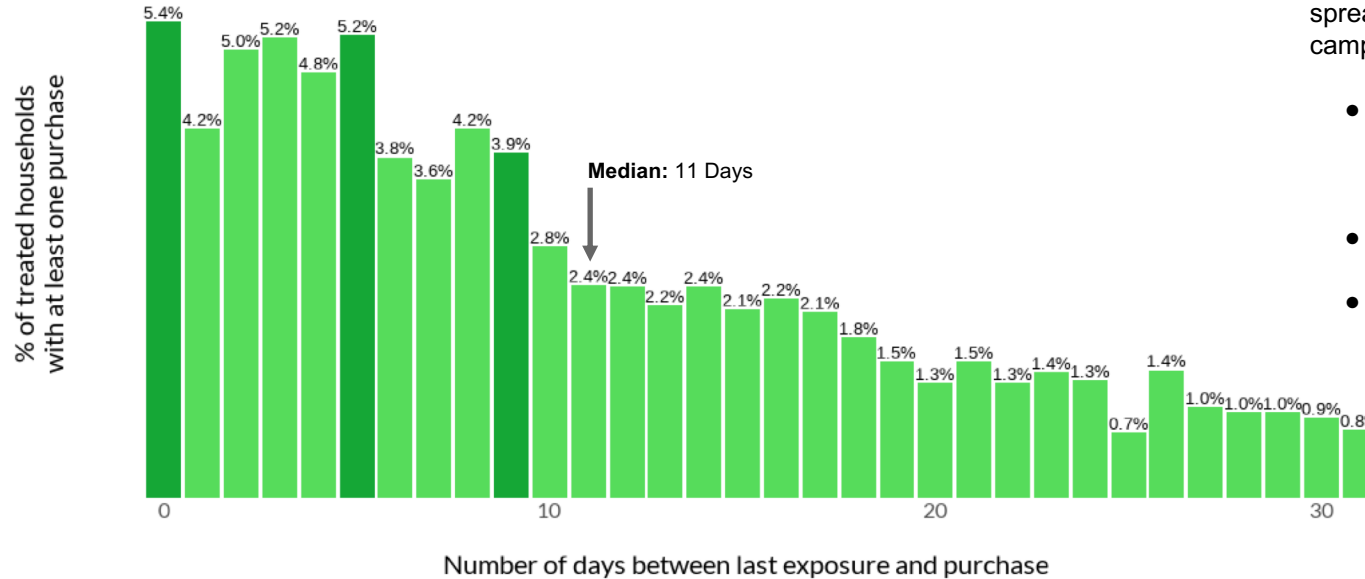
Total daily sales trended upward across both the exposed and control populations in Q12021. Sales were highest Thursday - Saturday and dropped on Sunday, continuing the pattern observed in Q42020.

Among people who purchased FCDB during the measurement period, daily impressions peaked early in the campaign aligning with the overall exposed trends.



# OPTIMAL LATENCY

## Warner (ANOW + Digital)



In order to drive conversions, FCDB should aim to deliver ads weekly, spreading out the frequency throughout the campaign period.

- Households converted at the highest rate the **same day** they were exposed to a Warner linear or digital ad.
- The largest drop in conversion rate happened after **5 days**.
- After **9 days**, there is a steady decline in conversions. At this point, **45%** of households that will convert already have.

**OVERVIEW**

**4**

**CAMPAIGN**

**6**

**EXPOSURE EFFECTS**

**14**

# WARNERMEDIA'S AUDIENCE NOW XP GENERATED NEARLY \$10 OF INCREMENTAL REVENUE FOR EVERY M IMPRESSIONS SERVED

Consistent with previous studies, targeted OTT performed considerably better than linear and should be scaled up for future buys

	Incremental Sales	Impressions	Incremental Sales per M Impressions
<b>ANOW - Linear</b>	\$7,031,026	749,462,296	\$9.38
<b>ANOW - Digital</b>	\$133,837	2,463,041	\$54.34
<b>ANOW - XP Total</b>	<b>\$7,164,864</b>	<b>751,925,337</b>	<b>\$9.53</b>
<b>Non-Targeted Non-WM Cable</b>	\$14,391,766	1,661,480,183	\$8.66

# AUDIENCE TARGETING

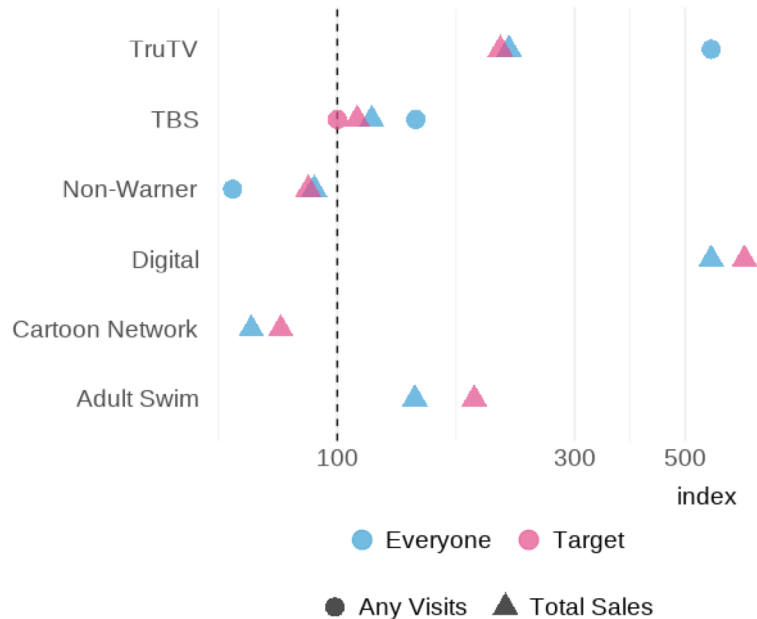
Impressions served to In-Target, past Fast Casual Dining Brand purchasers and Competitive Restaurant A purchasers proved to be the most effective

	Incremental Sales per Impression	
	Q3/Q4 20	Q1 21
In-Target	\$33.05	\$15.62
Out-of-Target	\$3.99	\$ .85

	Q3/Q4 20 Index	Q1 21 Index
Heavy FCDB purchasers	913	4353
Medium FCDB purchasers	869	1281
Light FCDB purchasers	-	433
Comp A purchasers	289	513
Comp B purchasers	201	29
Comp C purchasers	120	100
Comp D purchasers	113	66
Comp E purchasers	94	73

# NETWORK BREAKOUT

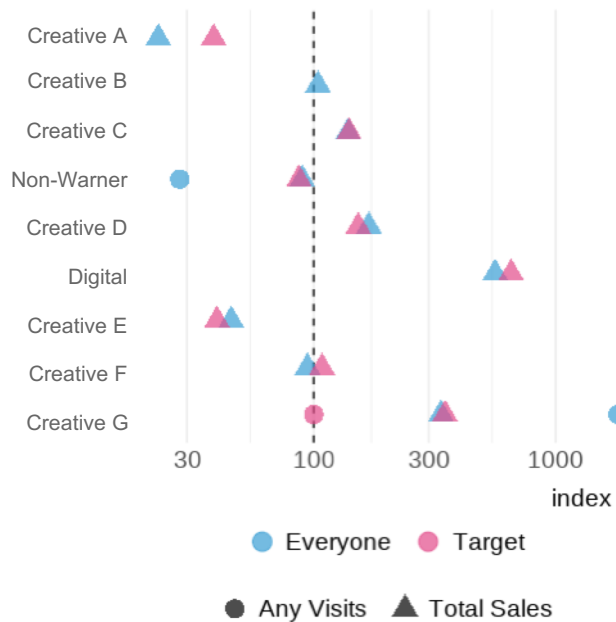
TruTV was the most effective Warner Network, accounting for 37% of incremental sales and an index of 221



Network	Segment	Index - Transactions	Incremental Sales
TruTV	Everyone	221.4	\$2,587,957
	Target	212.6	\$1,852,320
TBS	Everyone	117.3	\$1,915,652
	Target	109.7	\$1,328,608
Non-Warner	Everyone	89.9	\$14,391,766
	Target	87.4	\$10,366,240
Digital	Everyone	564.0	\$133,837
	Target	658.1	\$114,331
Cartoon Network	Everyone	67.2	\$1,248,233
	Target	77.0	\$1,074,346
Adult Swim	Everyone	143.2	\$1,369,728
	Target	188.4	\$1,311,783

# CREATIVE BREAKOUT

The \$0 Fee creative was very effective and drove nearly \$2.3M in incremental sales



Creative	Segment	Index - Transactions	Incremental Sales
Creative A	Everyone	22.9	\$95,940
	Target	38.7	\$119,994
Creative B	Everyone	104.1	\$197,189
	Target	140.1	\$532,540
Creative C	Everyone	138.7	\$708,901
	Target	140.1	\$532,540
Non-Warner	Everyone	89.7	\$14,391,766
	Target	87.0	\$10,366,240
Creative D	Everyone	169.3	\$1,273,134
	Target	152.8	\$851,984
Digital	Everyone	562.7	\$133,837
	Target	654.8	\$114,331
Creative E	Everyone	45.7	\$251,521
	Target	39.9	\$164,144
Creative F	Everyone	94.3	\$2,681,024
	Target	108.3	\$2,286,195
Creative G (\$0 Fee)	Everyone	336.3	\$2,276,391
	Target	349.8	\$1,777,866

Creative breakouts are among Warner Networks only.

# NON-PREVIOUS FCDB PURCHASERS

Non-previous Fast Casual Dining Brand purchasers were most effectively driven to convert by the following ad spots

Network	Daypart	Index
TRU	Early Fringe	162
CARTOON	Post Late Fringe	145
TNT	Post Late Fringe	134
TRU	Prime Access	132
TNT	Late Fringe	131
TNT	Late News	131
TRU	Prime	128
CARTOON	Late Fringe	126
CARTOON	Late News	121
TRU	Daytime	121
TNT	Prime	118
CNN	Early Morning	118

# RECOMMENDATIONS

- Data Driven Linear advertising through WarnerMedia's AudienceNOW was more effective at generating sales than Non-Targeted ads airing on competitive networks. FCDB should seek to continue advertising with WarnerMedia.
- Two networks stood out: **TruTV** and **Adult Swim** were both effective at driving increased sales, however their strengths differ when looking into shopper segments. **TruTV** was very successful at attracting new customers; while **Adult Swim** really underperformed against Light or Non-Buyers, but was very successful against current customers. Creative can be customized on these two networks to really target these disparate findings.
- The **\$0 Fee** creatives were the most successful, pointing to the \$0 Fee promotion potentially being a successful draw.
- Similar to 4Q, **Competitive Restaurant A purchasers** performed well across the board. Competitive Restaurant A could be a brand to conquest from and an avenue to explore in creative and targeting.
- Targeted OTT performed considerably better than linear and should be scaled up for future buys.