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Performance TV Advertising: Better Results through Targeting, Testing, and Tracking

Maximize the impact of your TV campaigns by integrating cross-channel tactics, understanding audience habits, and testing various ad elements. Learn more.

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As we continue to help clients meet their goals with TV advertising, we're also paying close attention to how and when we evolve our approach as viewers continue to "cut the cord."

To maximize the effectiveness of Linear TV campaigns, we've adjusted our approach to take advantage of cross-channel integration. Tactics like utilizing streaming data and analytics to strategically target ad placements toward the right viewers, partnering with streaming platforms to expand the reach of Linear TV content (beneficial to both sides of the TV landscape), and combining TV efforts with other channels like social, streaming and online video will all help reinforce brand awareness and recall while reaching a wider audience and ultimately increase overall impact.

### Craft More Compelling TV Ads by Understanding Audience Habits

Clearly defining your objectives and understanding your target audience and their behaviors will always be step one in any TV campaign. It is, and will always, be most important.

Define a clear objective, determine your target audience, and craft a compelling message accordingly. Historical and competitive data provides valuable demographic insights that allow us to create television ads that speak directly to the ideal customer, and then build media plans that cater toward their media consumption habits.

For instance, let's consider an audience of baby boomers who have a strong affinity for traditional media. Our research indicates that this demographic spends a significant amount of their leisure time watching linear TV channels, particularly during prime time and weekend slots.

To effectively reach this audience, we would design a media plan that aligns with their viewing schedules and on channels that cater to their interests, such as lifestyle, travel, or health programs. Integrating ads and messaging within the context of these shows would ensure that it's presented in a way that resonates with their values.

Understanding your audience's behaviors and preferences help tailor your message to resonate most effectively and land media placements most efficiently, since we're increasing the likelihood of capturing their attention when they're most engaged. This strategic approach not only enhances brand recognition but also maximizes the potential of creating

lasting connections and driving desired actions within our target demographic.

## Combine Linear TV with Digital Channels

The power of linear TV lies in its ability to reach a large and diverse audience simultaneously. Combining linear TV with other channels like streaming TV, audio, or social media can help to amplify the impact of the message and increase ROI. This holistic approach will help brands to reach and engage their target audiences more effectively.

For example, many of our clients have added TV to their audio advertising campaigns in the first half of 2023. With a broader reach than radio, TV allows for our clients' messaging to garner higher exposure to a wider range of potential customers. TV also allows for a huge visual impact and makes TV a better vehicle to showcase a product or service with enhanced storytelling executed by actual product demonstrations.

And, as viewers increasingly consume video content across multiple devices and platforms, it's important for advertisers to be present where their audience is. Linear TV can reach a wide audience that includes viewers who don't have access to streaming services, while CTV advertising allows brands to reach cord-cutters and younger audiences who are more likely to watch streaming content, so there are many benefits to booking CTV and linear advertising together.

## Test Various Ad Lengths, Messages, and CTAs

In order to optimize campaign performance and maximize your budget, it is important to continue testing and fine-tuning various components. Consider experimenting with the following elements to find the optimal combination that will effectively engage your target audience and drive your desired KPIs:

**Ad Length:** Try different durations to find the perfect length that will capture attention and thoroughly demonstrate your product or service without losing engagement. For example, consider the context of your target demographic; shorter ads have been proven to be more effective, especially when communicating with audiences that have shorter attention spans, like younger demographics.

**Calls-to-Action (CTAs):** Test different CTAs to determine which ones generate the highest response.

**Selling Propositions:** Experiment with various messaging and value propositions to identify what resonates best with your target audience and maximizes ROI.

**Offer Incentives:** Explore different types of incentives and promotions that will entice your audience to engage and drive conversions.

## Tracking is the Backbone of Direct Response TV Advertising

Direct Response TV campaigns are driven by the goal of providing an immediate response to viewers. This is achieved by providing viewers with a direct response mechanism such as a phone number, website, or other contact information. The goal is to maximize the impact of the advertisement by providing viewers with an easy and immediate way to take action.

By using tracking mechanisms like unique TFNs, URLs, or QR codes, we can highlight our successes and losses in near-real time, giving us the ability to perform a fast-paced analysis within days and introduce optimizations to the market. It's the backbone of Direct Response TV; we do it for all our campaigns.

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