



# Safe Step TV Ad Digital Lead Attribution Analysis

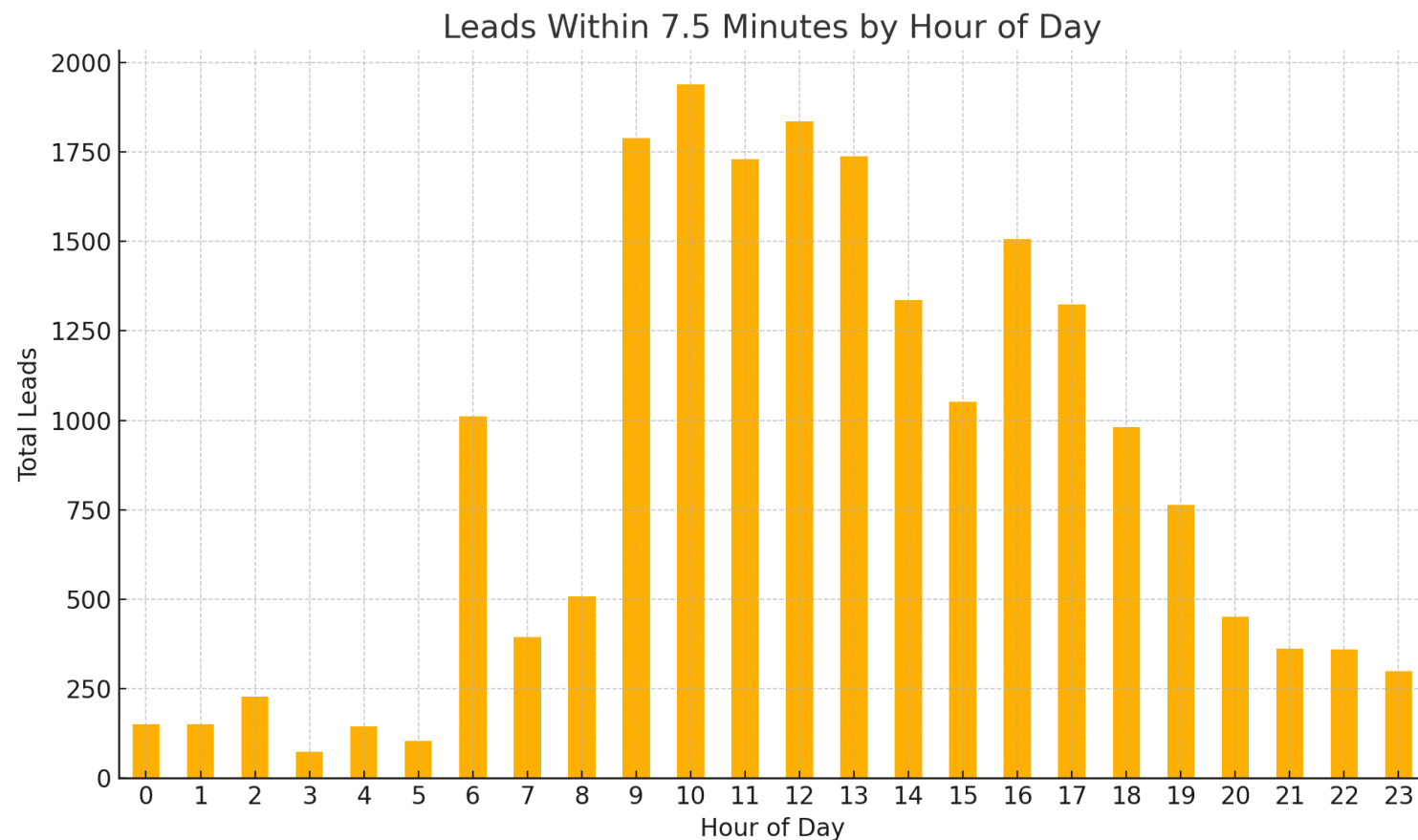
Comparing Internet Inquiries Submitted in 7.5-Minute vs. 5-Minute Windows  
After a TV Ad Ran Overnight or During Daytime Hours

4/16/2025



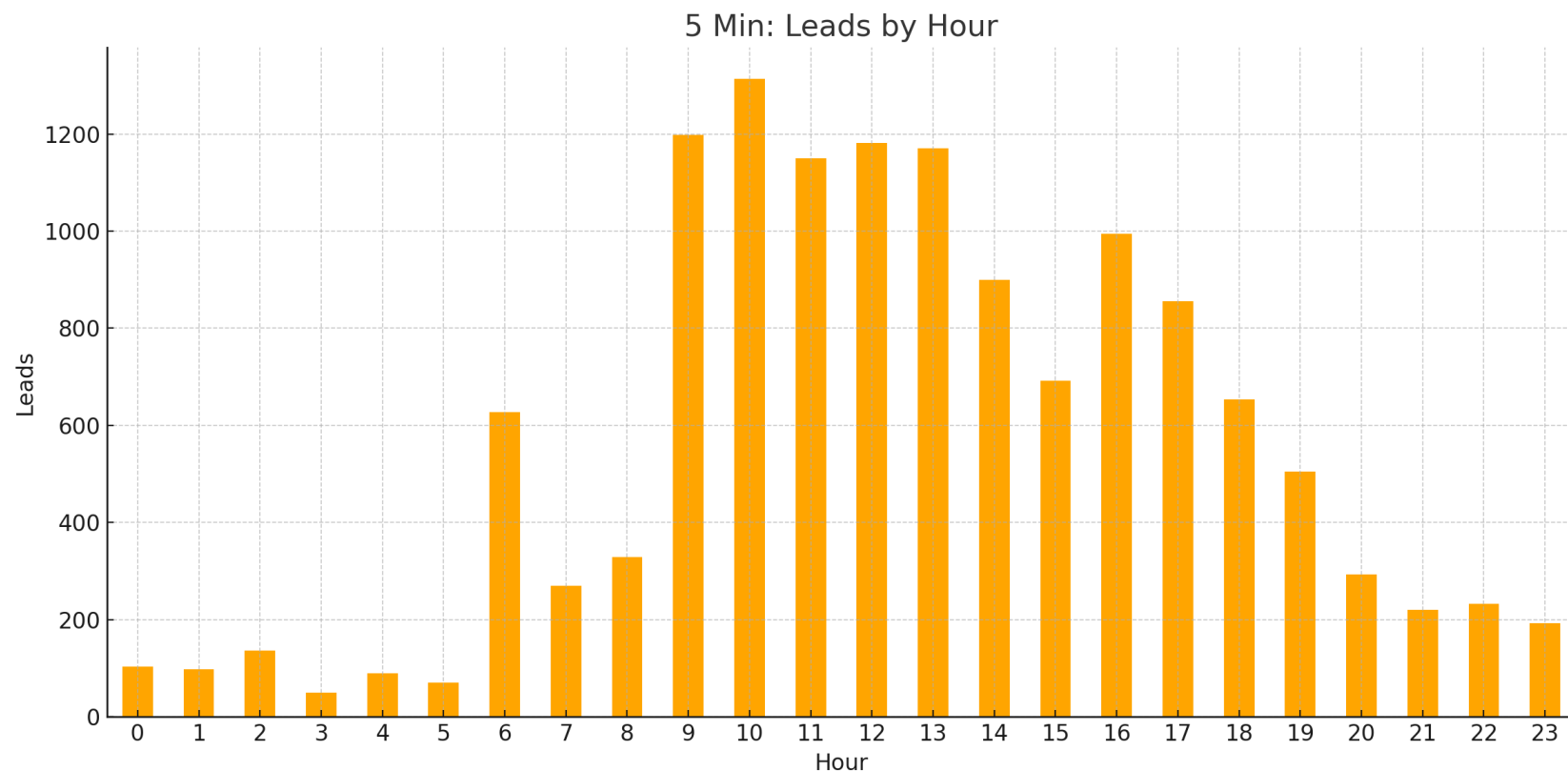
Date Range: January 13 – April 16, 2025

# Leads by Hour of Day Attribution Comparison



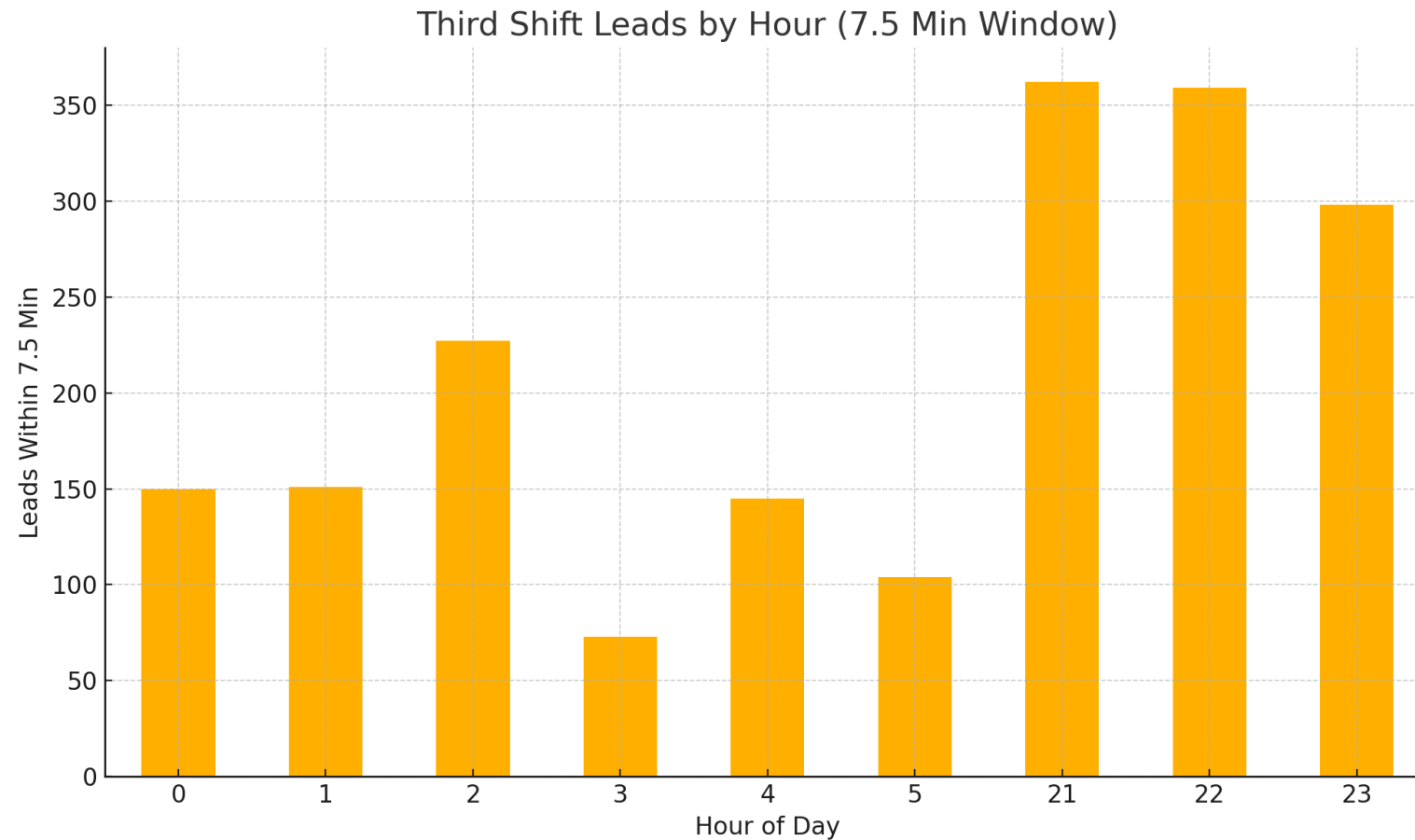
Date Range: January 13 –  
April 16, 2025

# Leads by Hour of Day Attribution Comparison



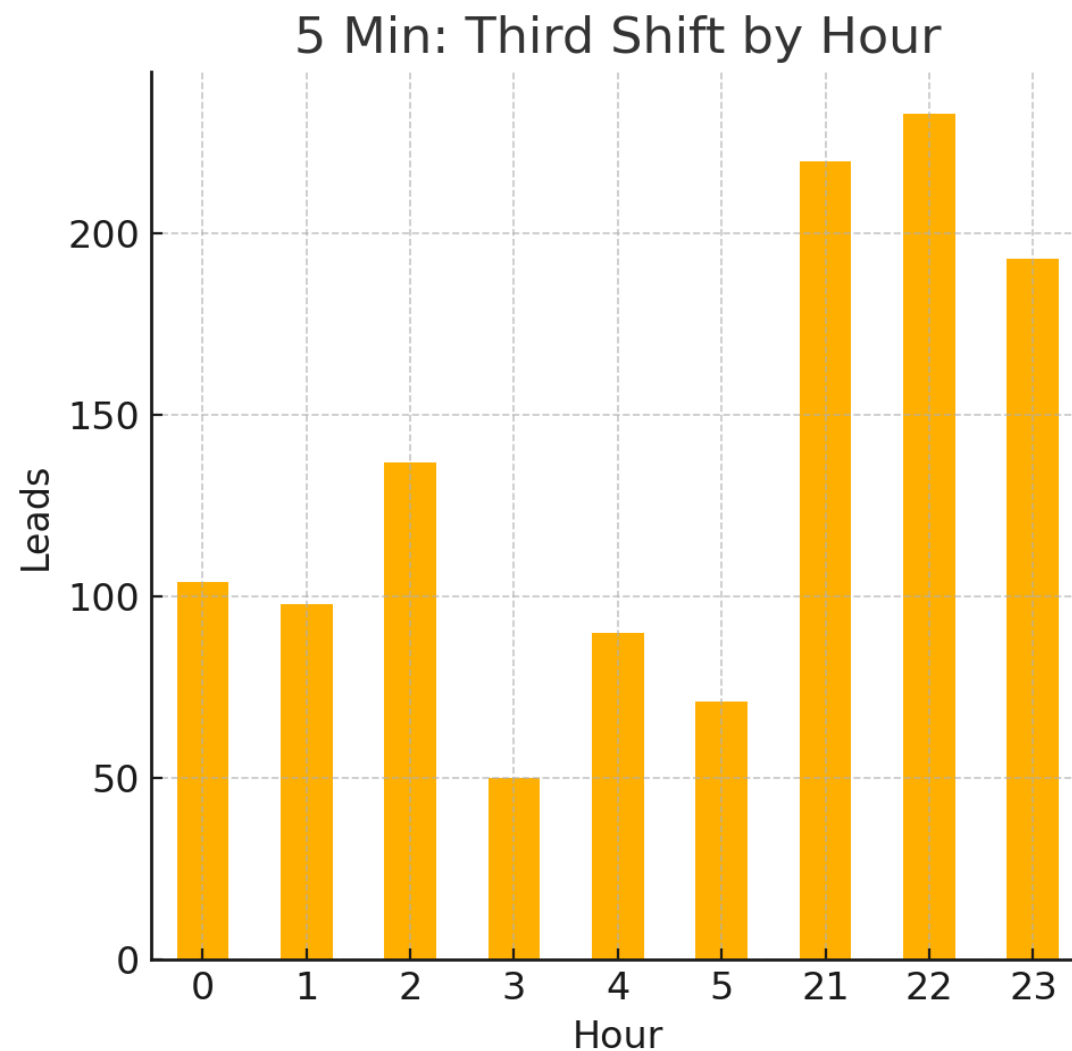
## Third Shift Leads by Hour – Attribution Comparison (Web leads submitted within 7.5 minutes of a TV ad)

Date Range: January 13 –  
April 16, 2025



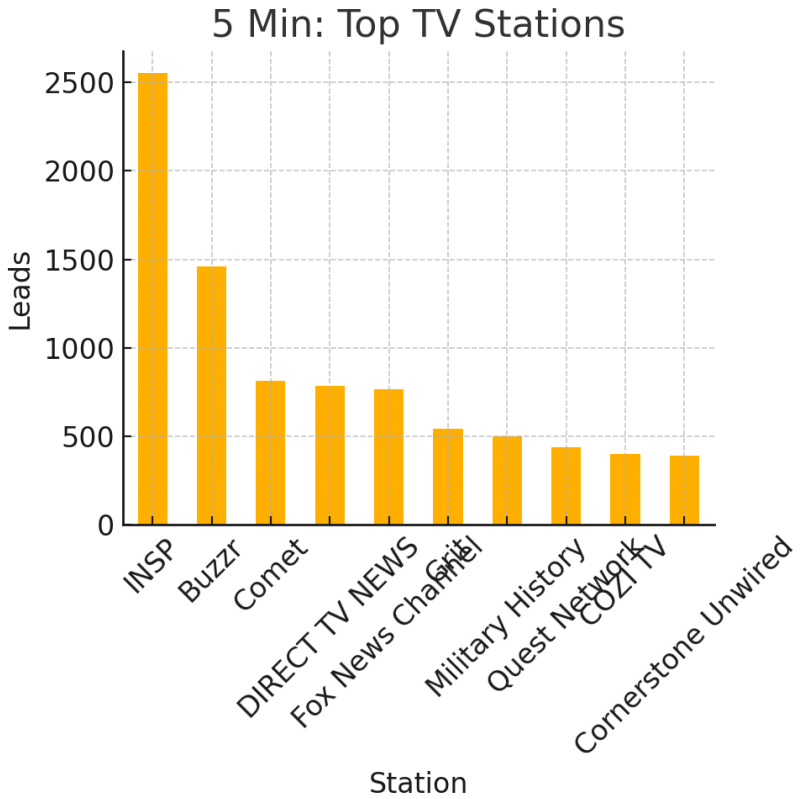
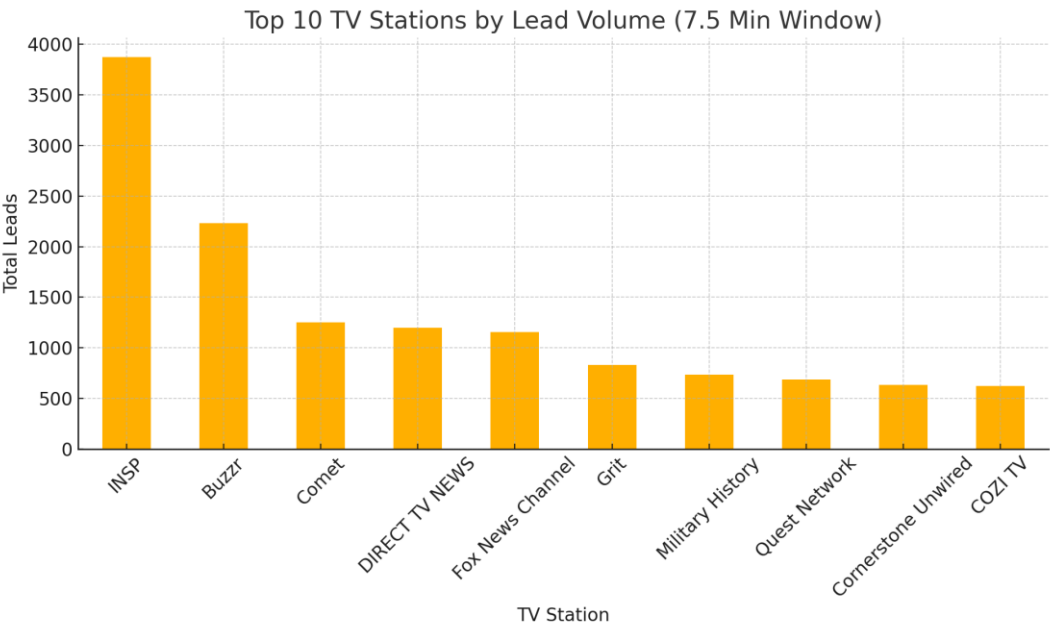
# Third Shift Leads by Hour – Attribution Comparison

*(Web leads submitted within 5 minutes of a TV ad)*



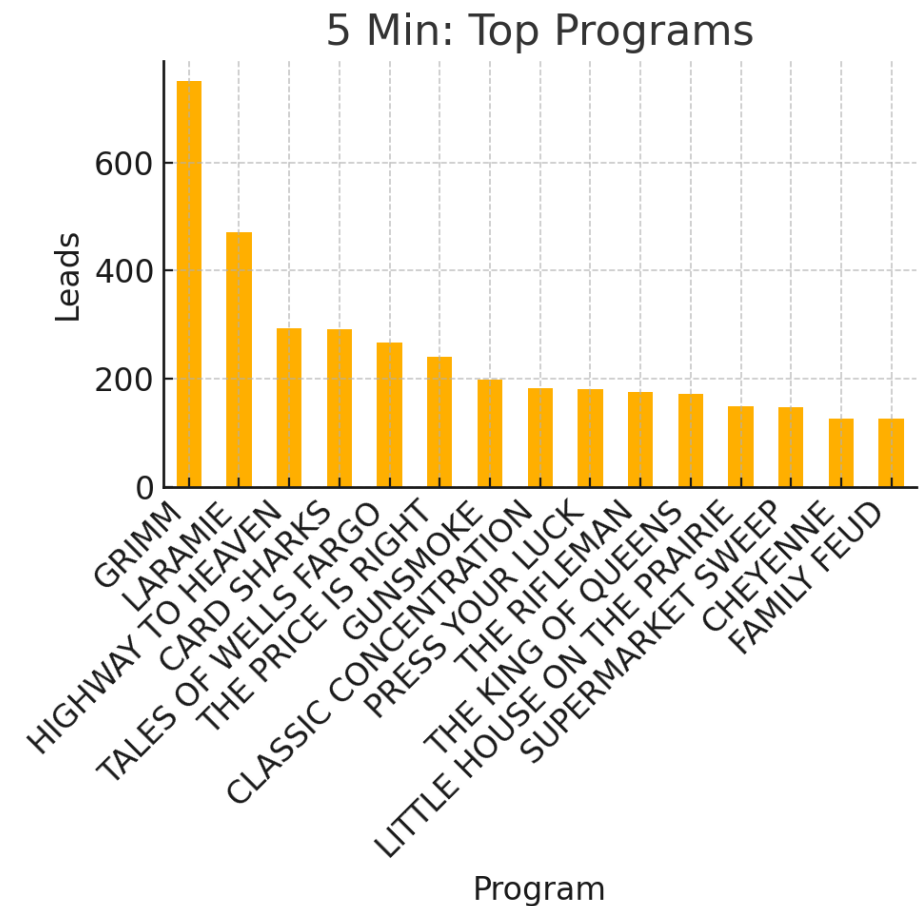
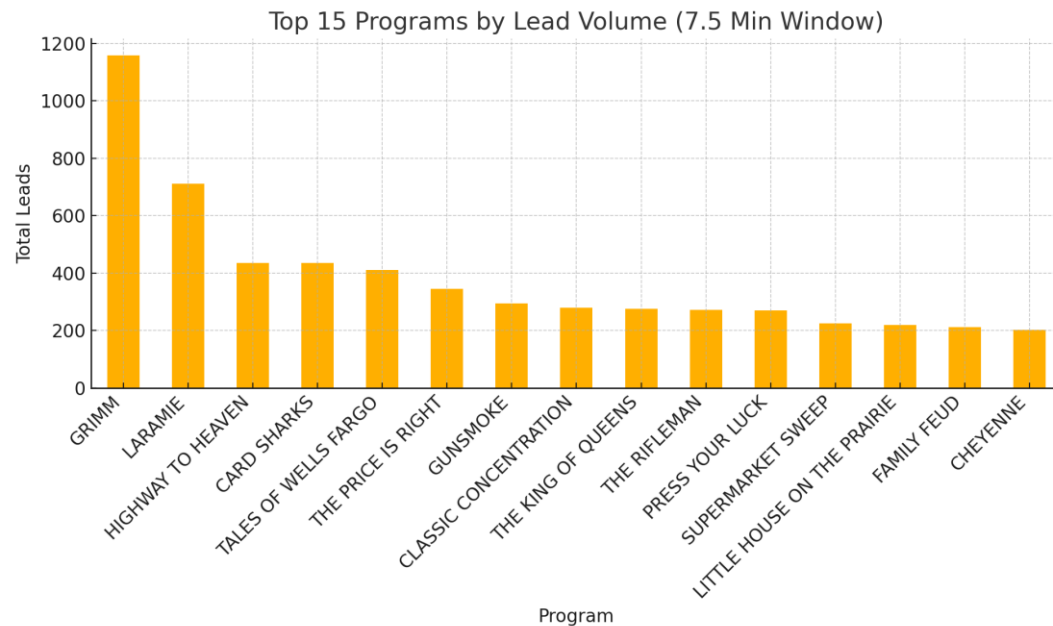
# Top TV Stations – Attribution Comparison

Date Range: January 13 – April 16, 2025



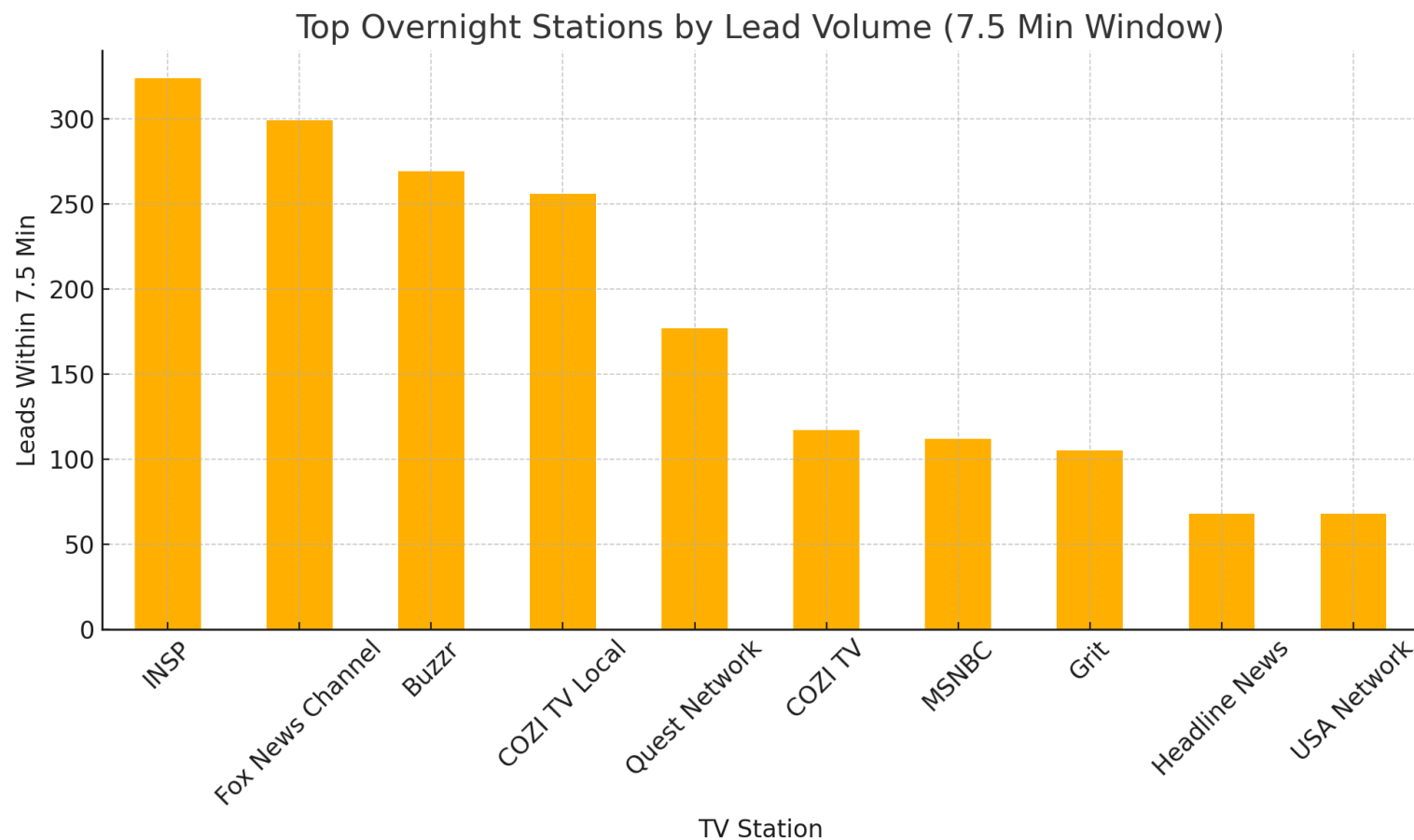
# Top Programs – Attribution Comparison

Date Range: January 13 – April 16, 2025



# Top Overnight Stations – Attribution Comparison

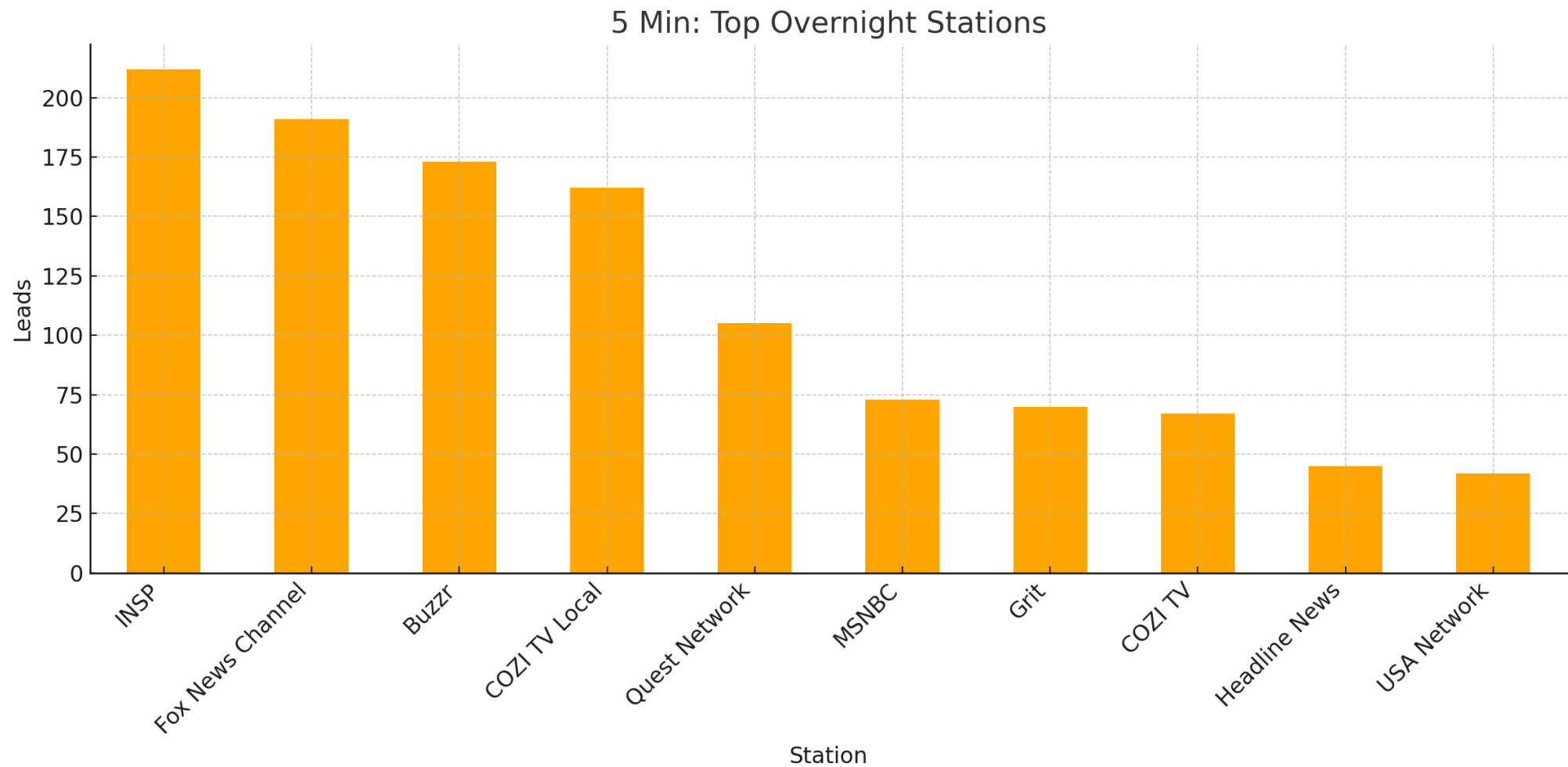
Date Range: January 13 – April 16, 2025





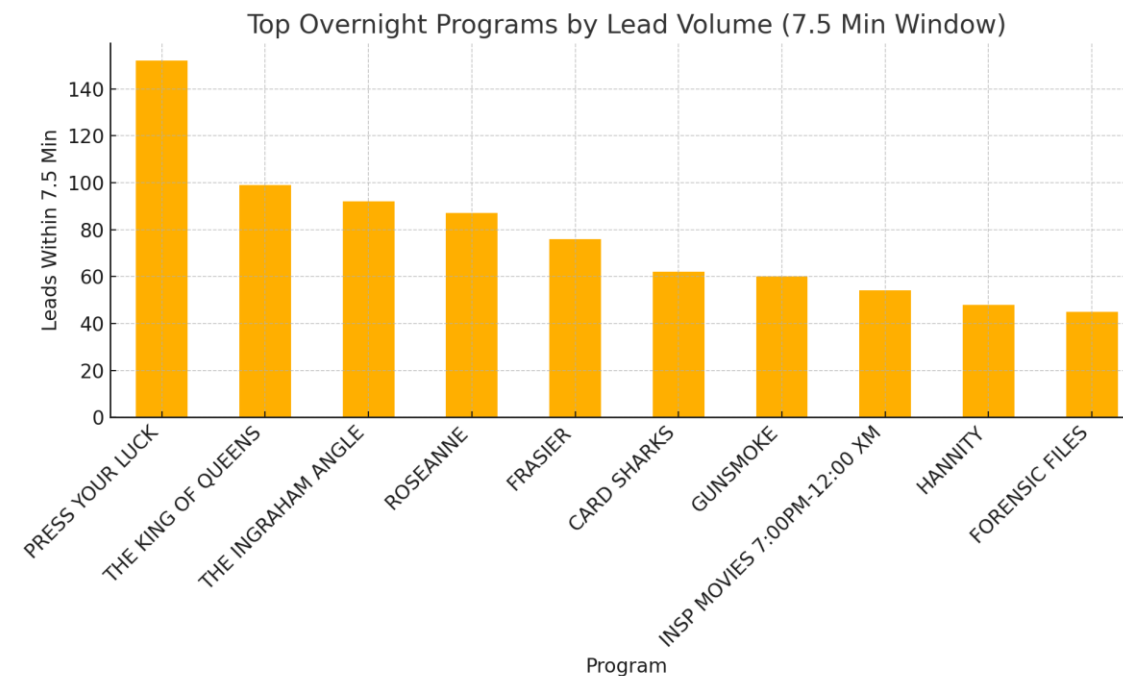
# Top Overnight Stations – Attribution Comparison

Date Range: January 13 – April 16, 2025

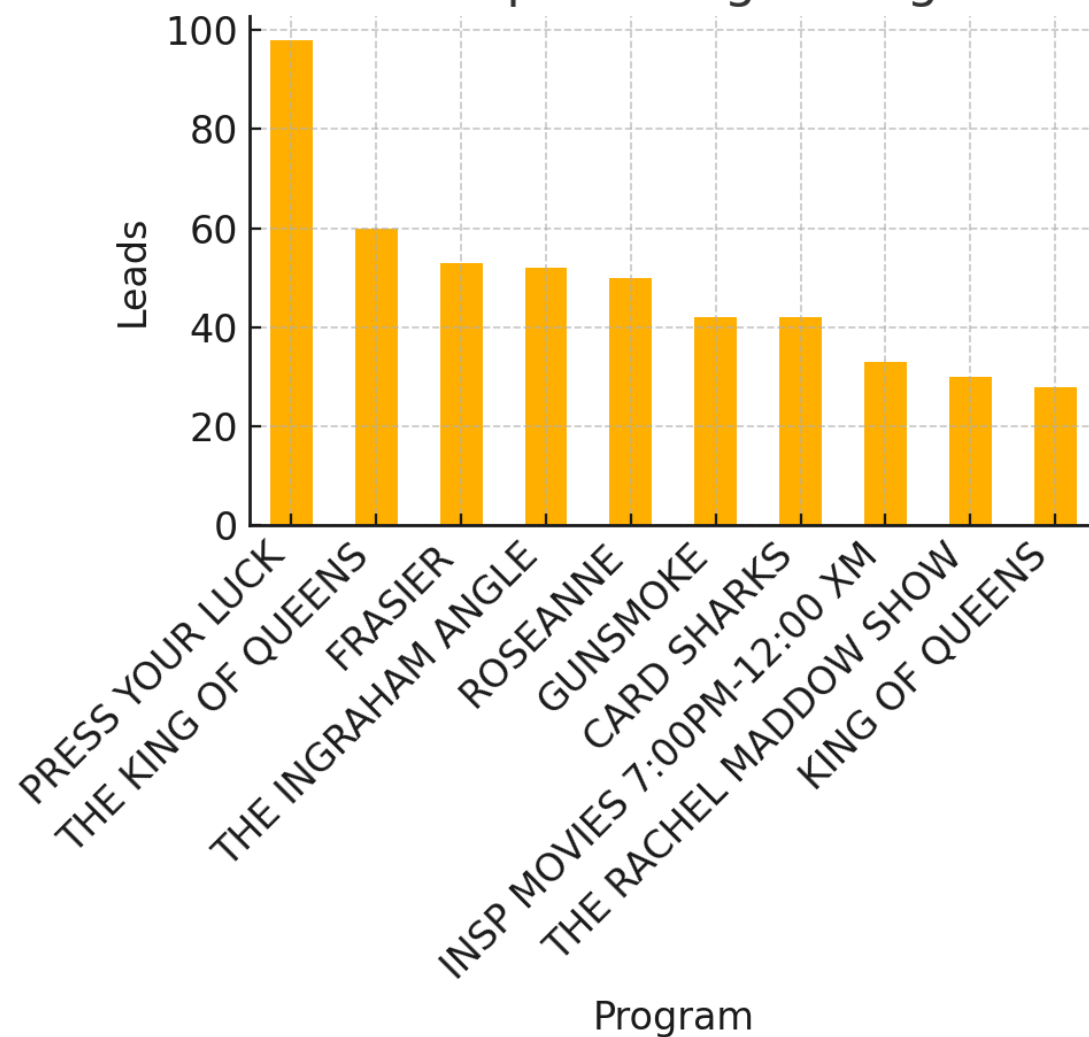


Date Range: January 13 – April 16,  
2025

# Top Overnight Programs – Attribution Comparison



5 Min: Top Overnight Programs




Date Range: January 13 – April 16, 2025

## Top Overnight Programs – Attribution Comparison



## Attribution Summary – 7.5 Minutes

- Ads With Leads Within 7.5 Min: 3,173
- Total Leads in That Window: 20,224
- Total Leads Submitted Overall: 120,260
-  Attributed Lead Percentage: 16.82%
- Nearly 1 in every 6 leads submitted within 7.5 minutes of a TV ad.



## Attribution Summary – 5 Minutes

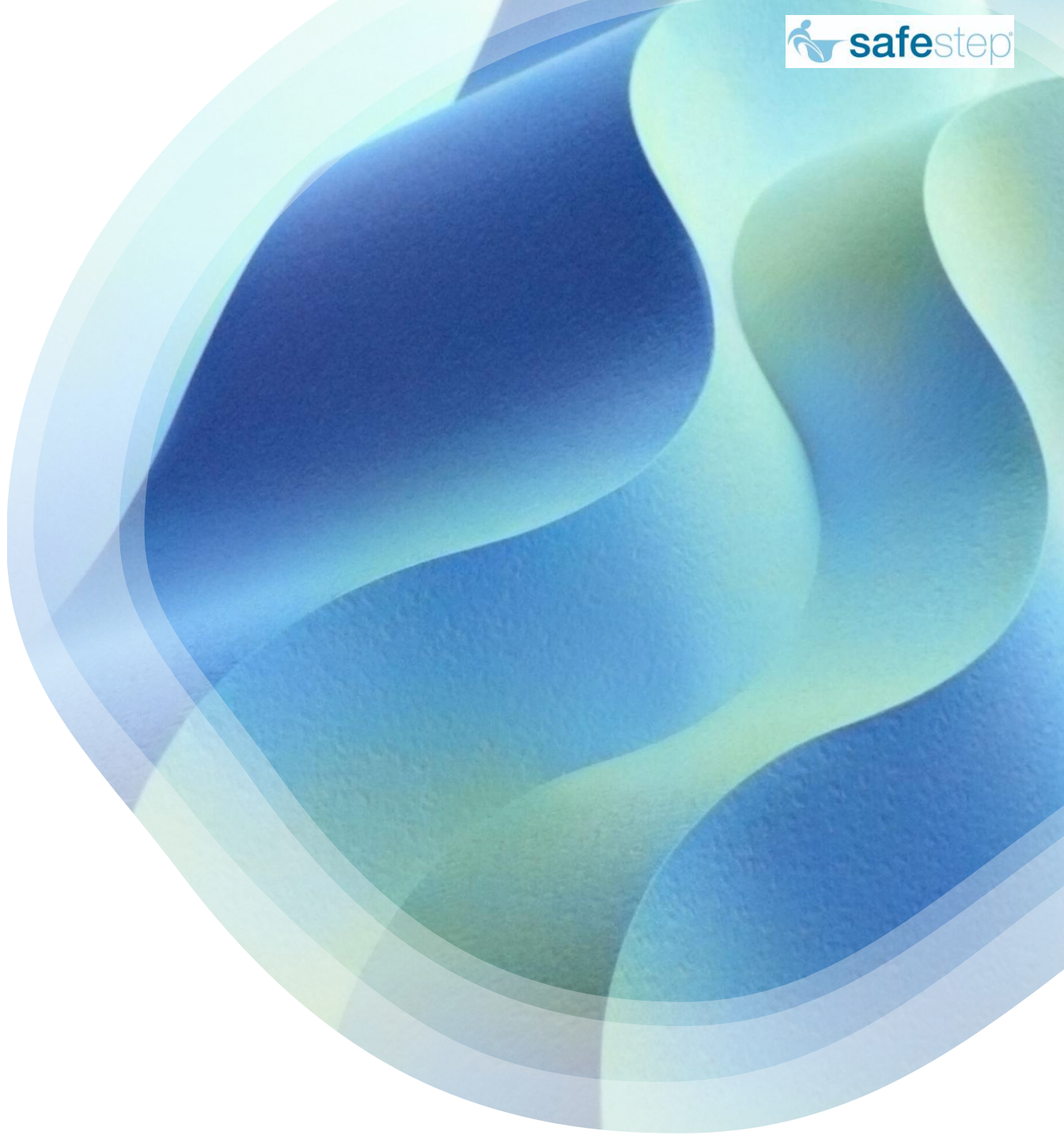
- Ads With Leads Within 5 Min: 2,955

- Total Leads in That Window: 13,329

- Total Leads Submitted Overall: 120,260

-  Attributed Lead Percentage: 11.08%

- About 1 in every 9 leads generated within 5 minutes of a TV ad.





## Overnight Attribution Summary (9 PM – 6 AM) 7.5 Minute Window around a TV ad:

- Leads Within 7.5 Minutes: 1,864


- Total Leads Submitted Overnight: 13,749

-  Attributed Lead Percentage: 13.56%

- Nearly 1 in every 7 overnight leads traced to an ad seen just minutes earlier.



## Overnight Attribution Summary (9 PM – 6 AM) 7.5 Minute Window around a TV ad:

- Leads Within 5 Minutes: 1,195
- Total Leads Submitted Overnight: 13,749
-  Attributed Lead Percentage: 8.69%
- About 1 in every 11 leads generated shortly after an overnight ad airs.