

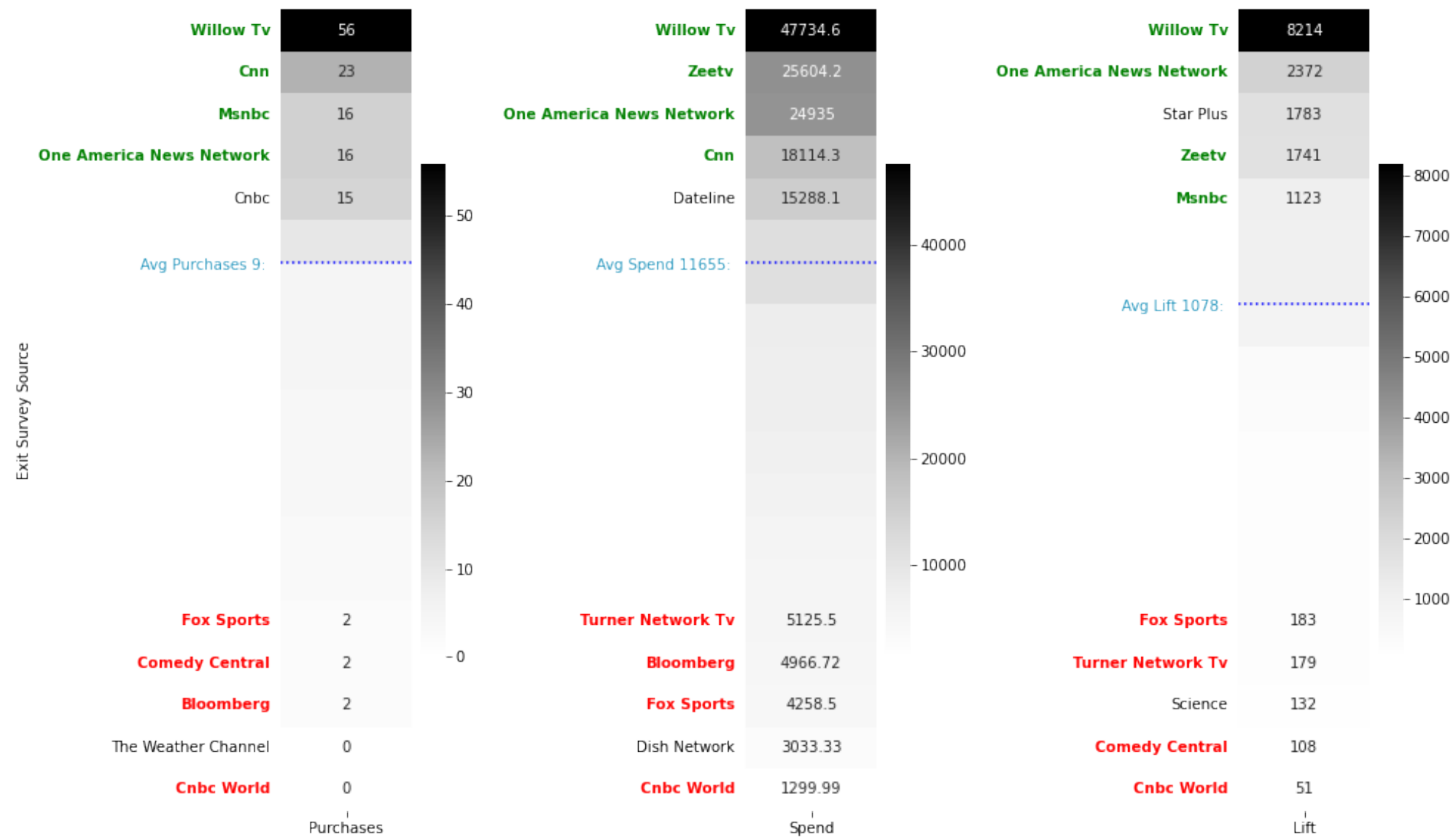
Anonymous Company - TV Campaign Report

Establishing a baseline: Overall Metrics

- **Total purchases: 236**
 - 236 purchases over 28 distinct channels.
 - 61 purchases from 13 channels that had no spend.
 - 3 purchases from “blank”; 13 purchases from other.
 - Average: 9 purchases per channel.
- **Total Spend: \$221,436.84**
 - \$1265.35 average cost per acquisition.
 - \$10.81 average cost to bring one visitor to your website.
- **Total Lift: 20,487 visitors**

How much does it cost to acquire a customer through TV?

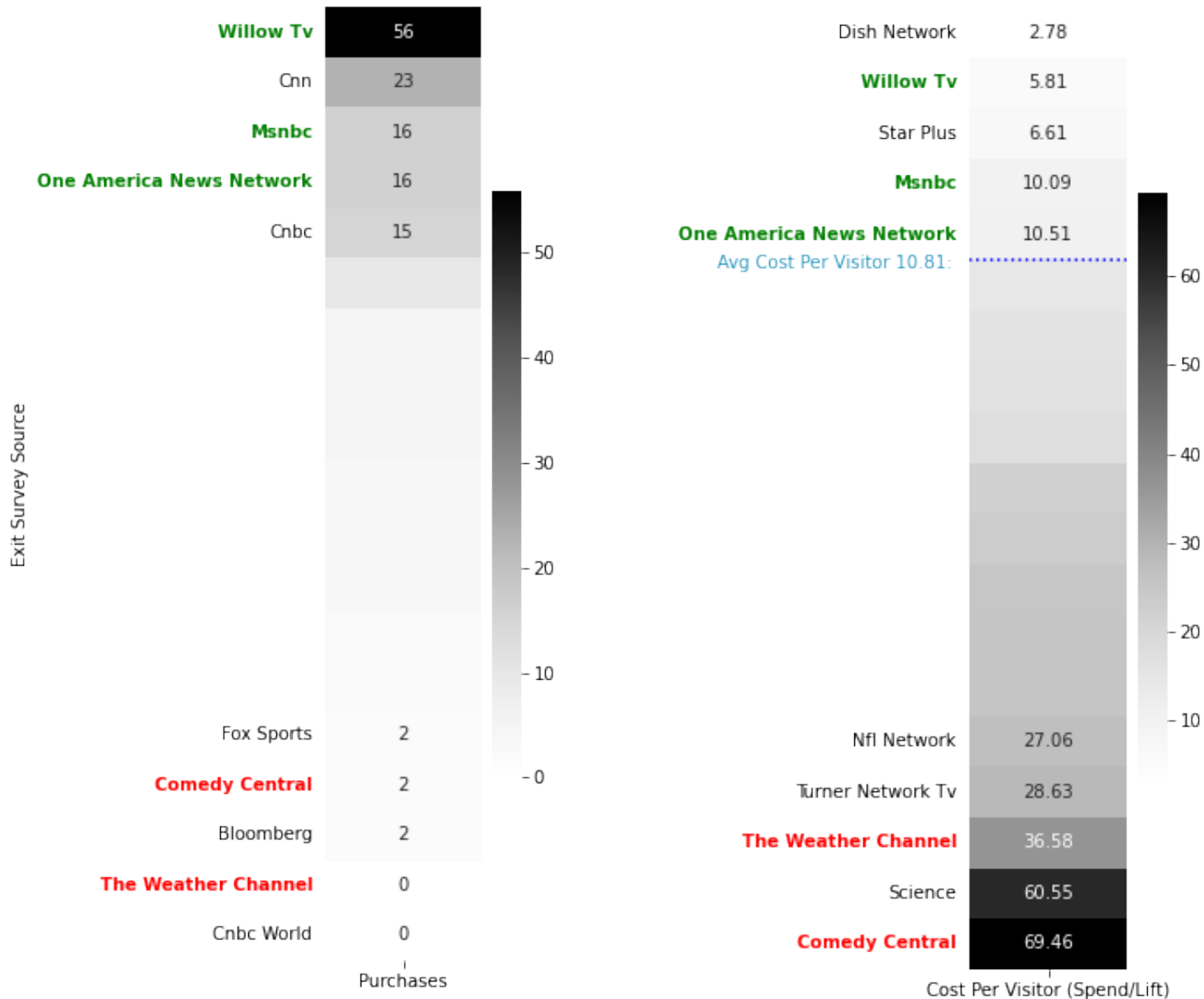
Purchases, Spend, and Lift – Top and Bottom 5 Channels – Recurring Characters



Key results:

- *Highest* ranking in at least two of three areas:
 - Willow TV
 - One America News
 - ZeeTV
 - CNN
 - MSNBC
- *Lowest* ranking in at least two of three areas:
 - Fox Sports
 - CNBC World
 - Comedy Central
 - Bloomberg
 - Turner Network TV (TNT)
- Low spend could be causing low purchases and lift

Cost efficiency – Cost Per Visitor Per Network (Spend/Lift)



High Performers:

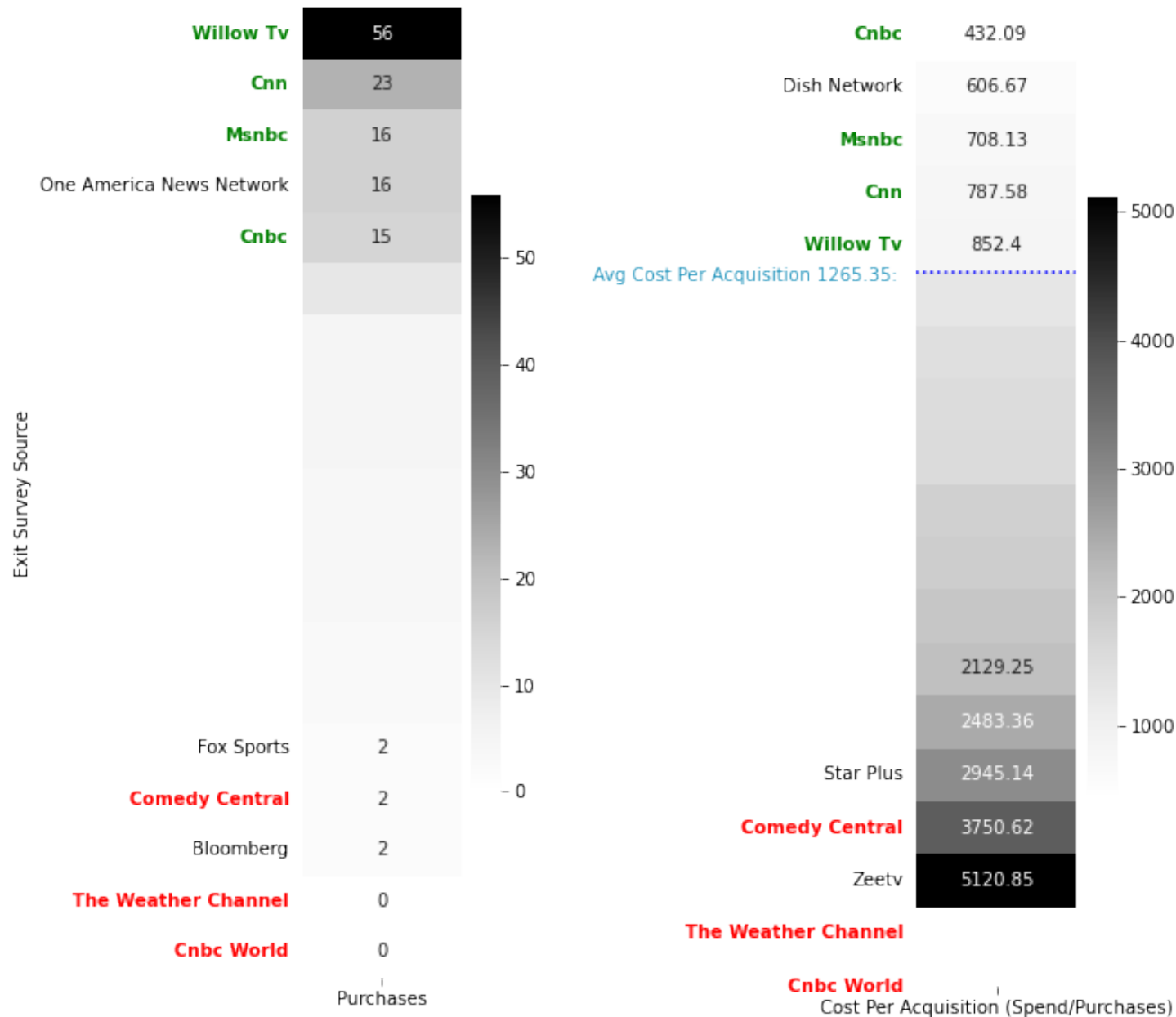
- WillowTV
- MSNBC
- One America News Network

Key Benchmark: Average Cost Per Visitor
(Total Spend / Total Lift): \$10.81

Low Performers:

- Comedy Central
- The Weather Channel

Cost efficiency – Cost Per Acquisition (CPA) Per Network (Spend/Purchases)



High Performers:

- WillowTV
- CNN
- MSNBC
- CNBC

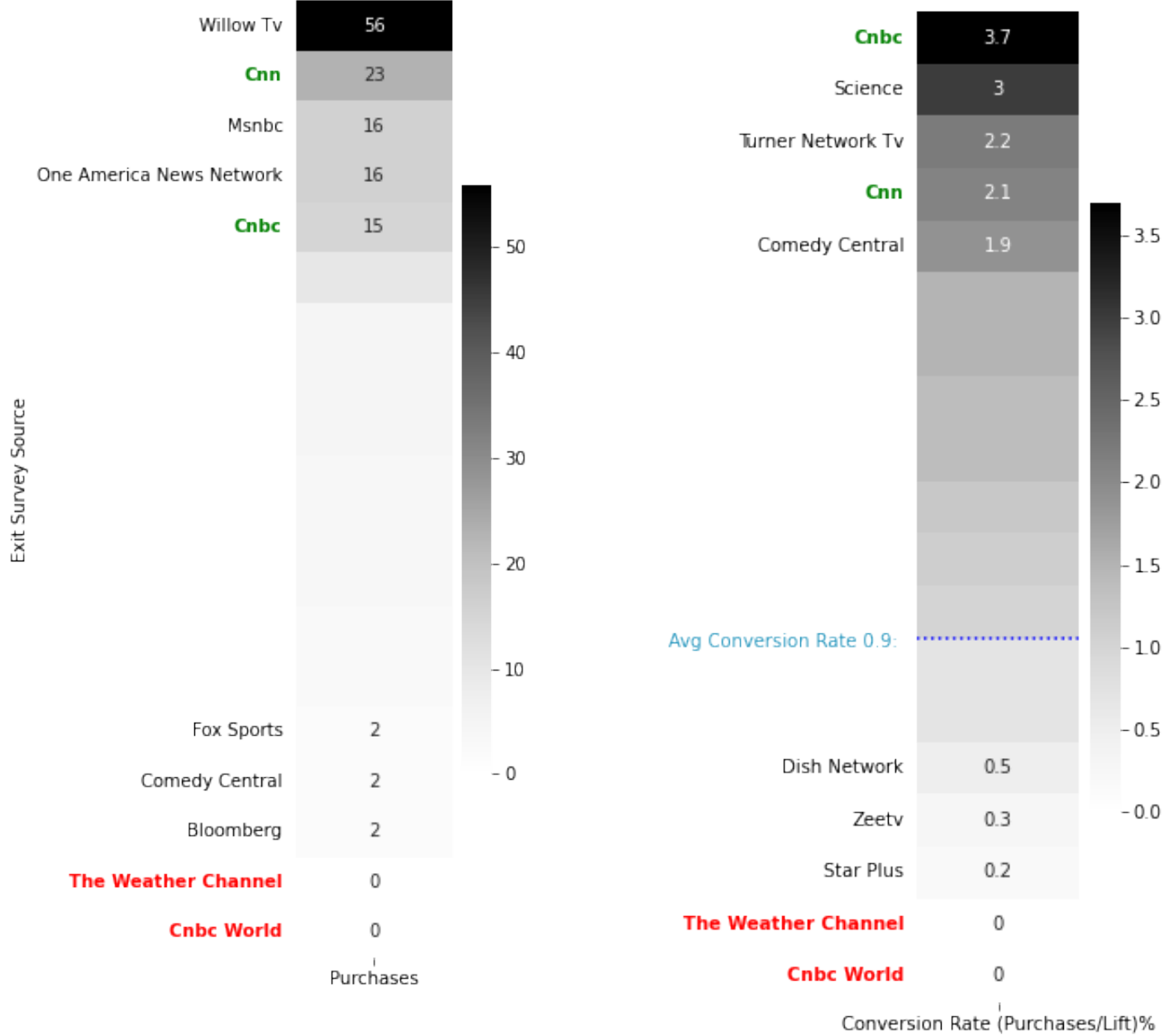
Key Benchmark: Average Cost Per Acquisition (Total Spend / Total Purchases): \$1265.35

Low Performers:

- Comedy Central
- The Weather Channel
- CNBC World

Note: Weather Channel and CNBC World had **zero** purchases and calculating CPA isn't possible.

Conversion Rate Per Network (Purchases/Lift)%



High Performers:

- CNN
- CNBC

Key Benchmark: Average Conversion Rate
(Total Purchases / Total Lift): 0.9%

Low Performers:

- The Weather Channel
- CNBC World

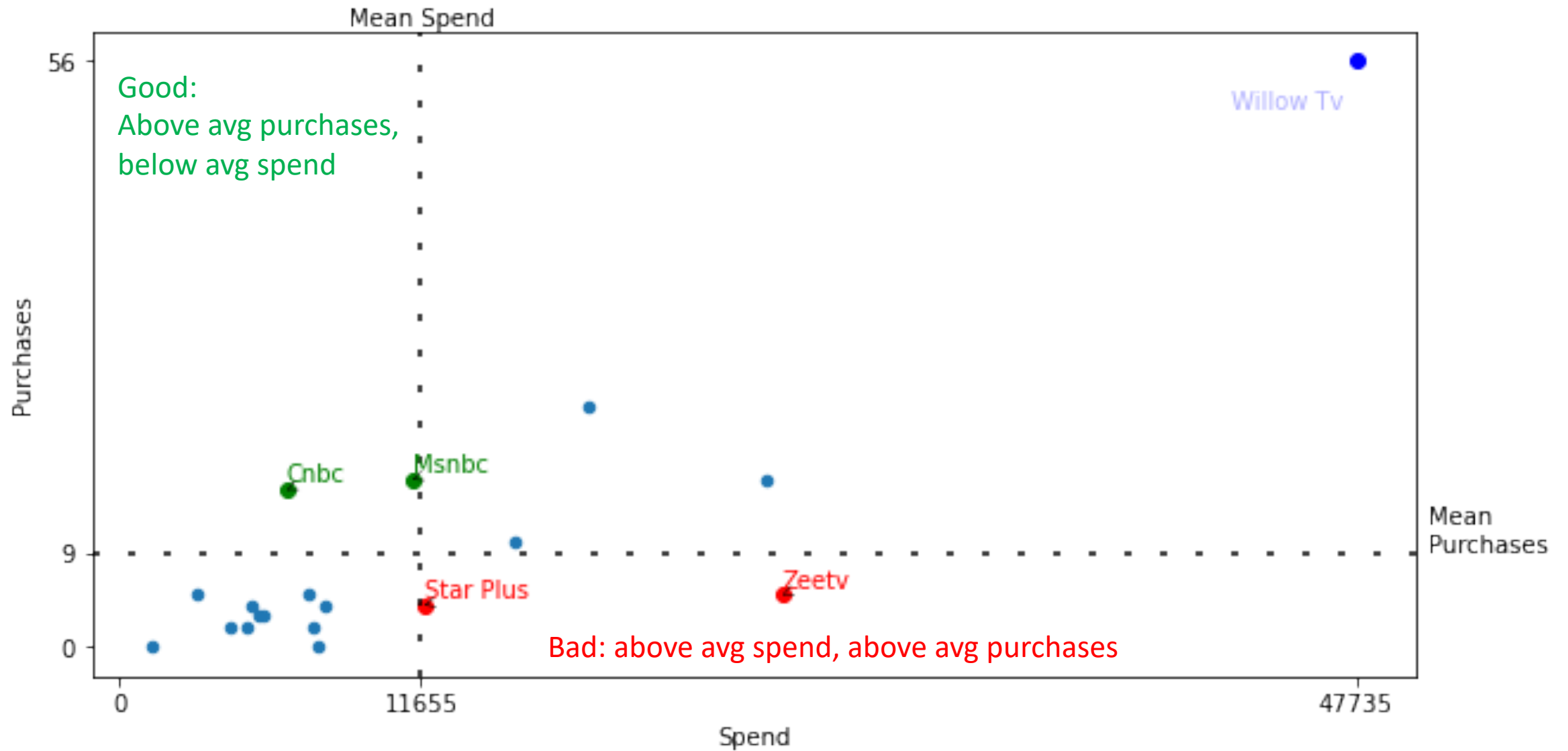
Note: Weather Channel and CNBC World are dead last in Conversion Rate because both had **zero** purchases.

What have we learned so far?

| The good... In top 5 for 2/3 of your metrics | ...the bad... In bottom 5 for 2/3 of your metrics | ...and the ugly... In bottom 5 for all three metrics |
|---|---|--|
| WillowTV | Comedy Central | The Weather Channel <ul style="list-style-type: none">• Zero Purchases |
| MSNBC | CNBC World <ul style="list-style-type: none">• Zero Purchases | |
| CNN | | |
| CNBC | | |

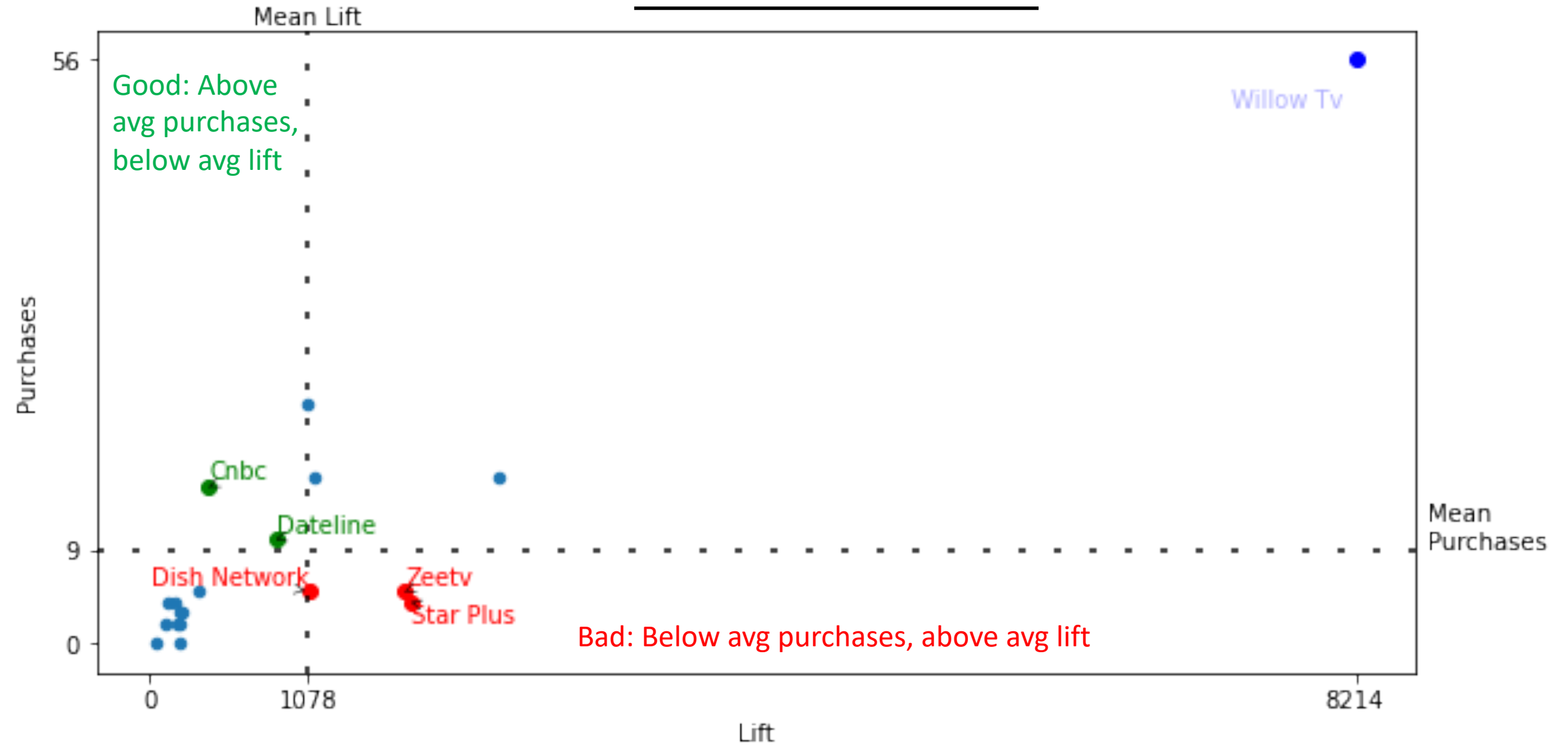
What else can we learn?

Spend vs. Purchases



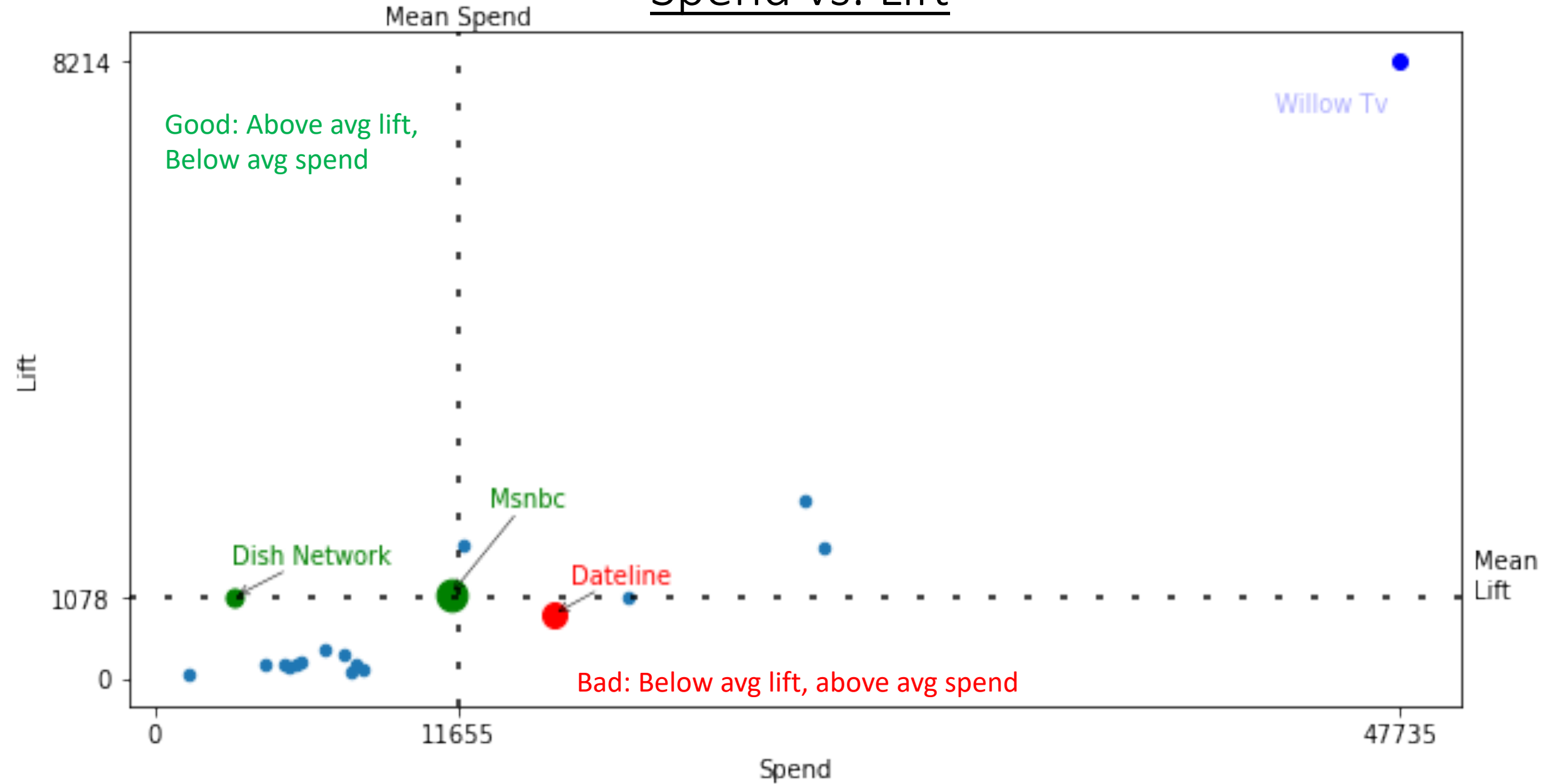
Key observation: CNBC and ZeeTV

Lift vs. Purchases

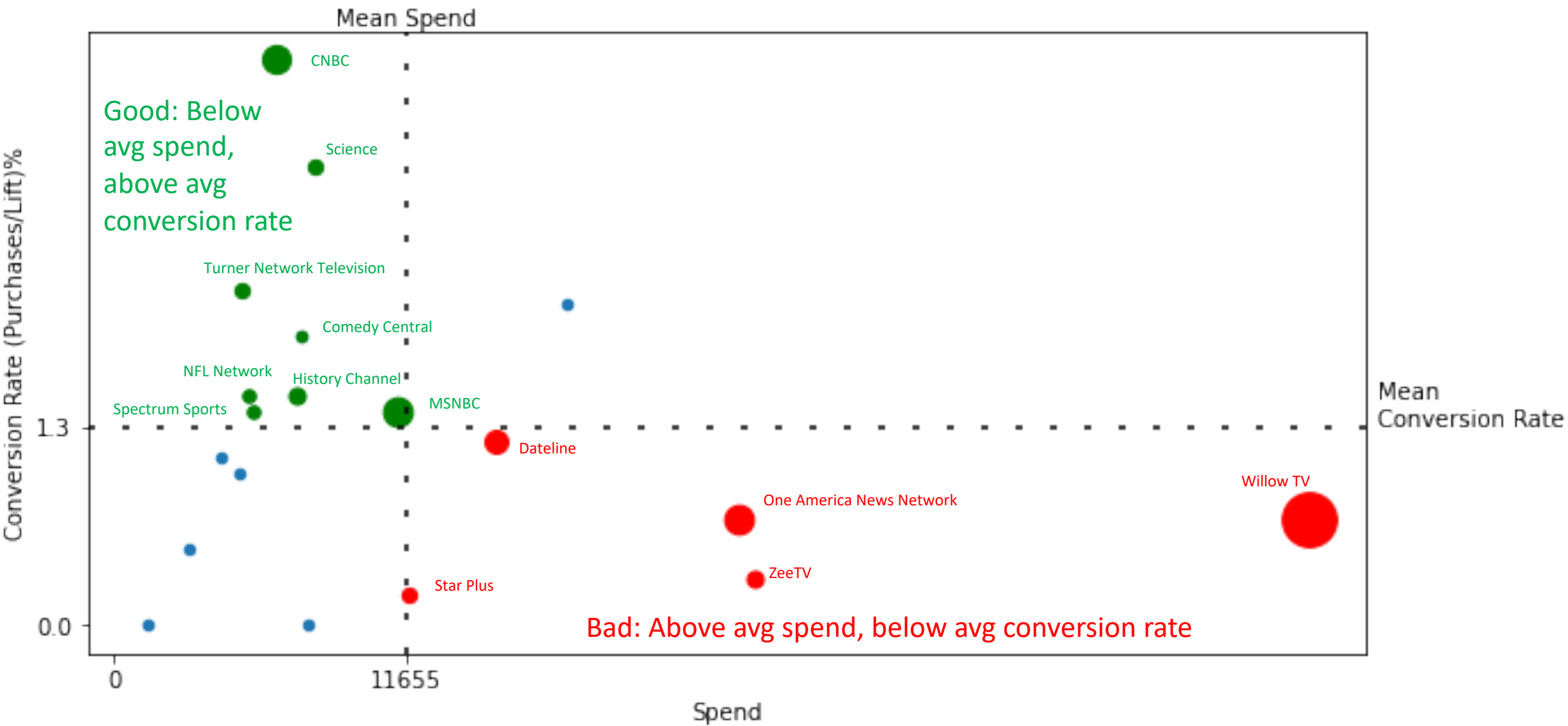


Key observation: CNBC, ZeeTV, and Star Plus

Spend vs. Lift

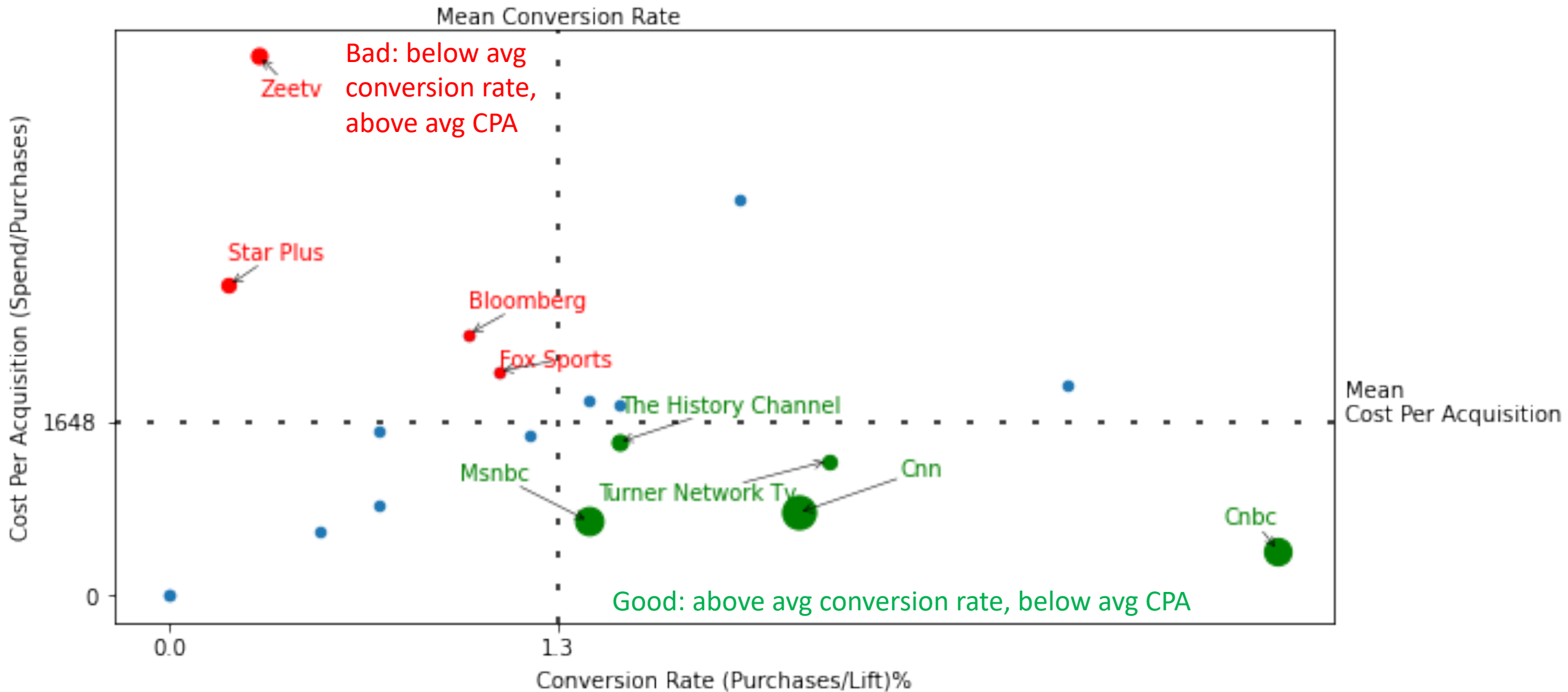


Spend vs. Conversion Rate



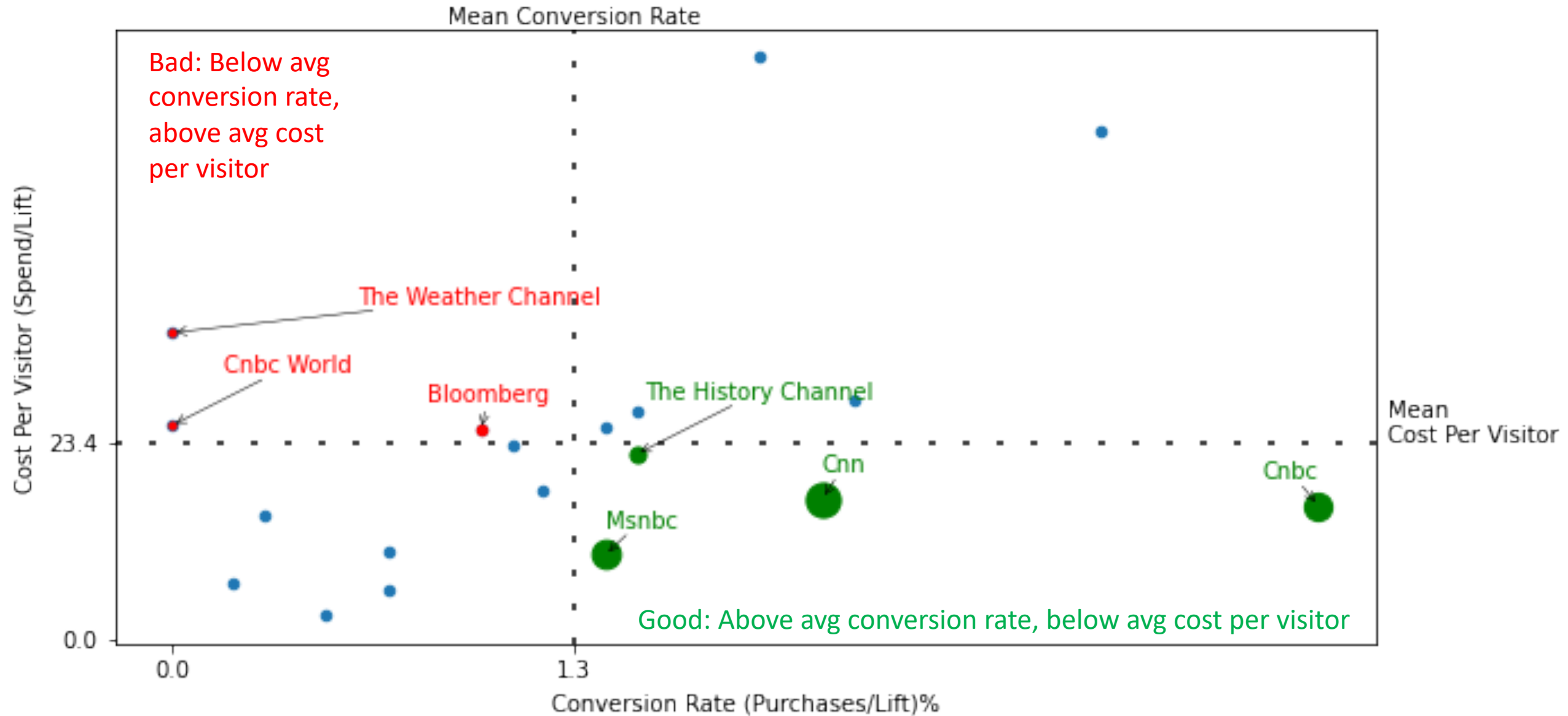
Key Observations: CNBC, ZeeTV, Star Plus

Conversion Rate vs. Cost Per Acquisition (CPA)



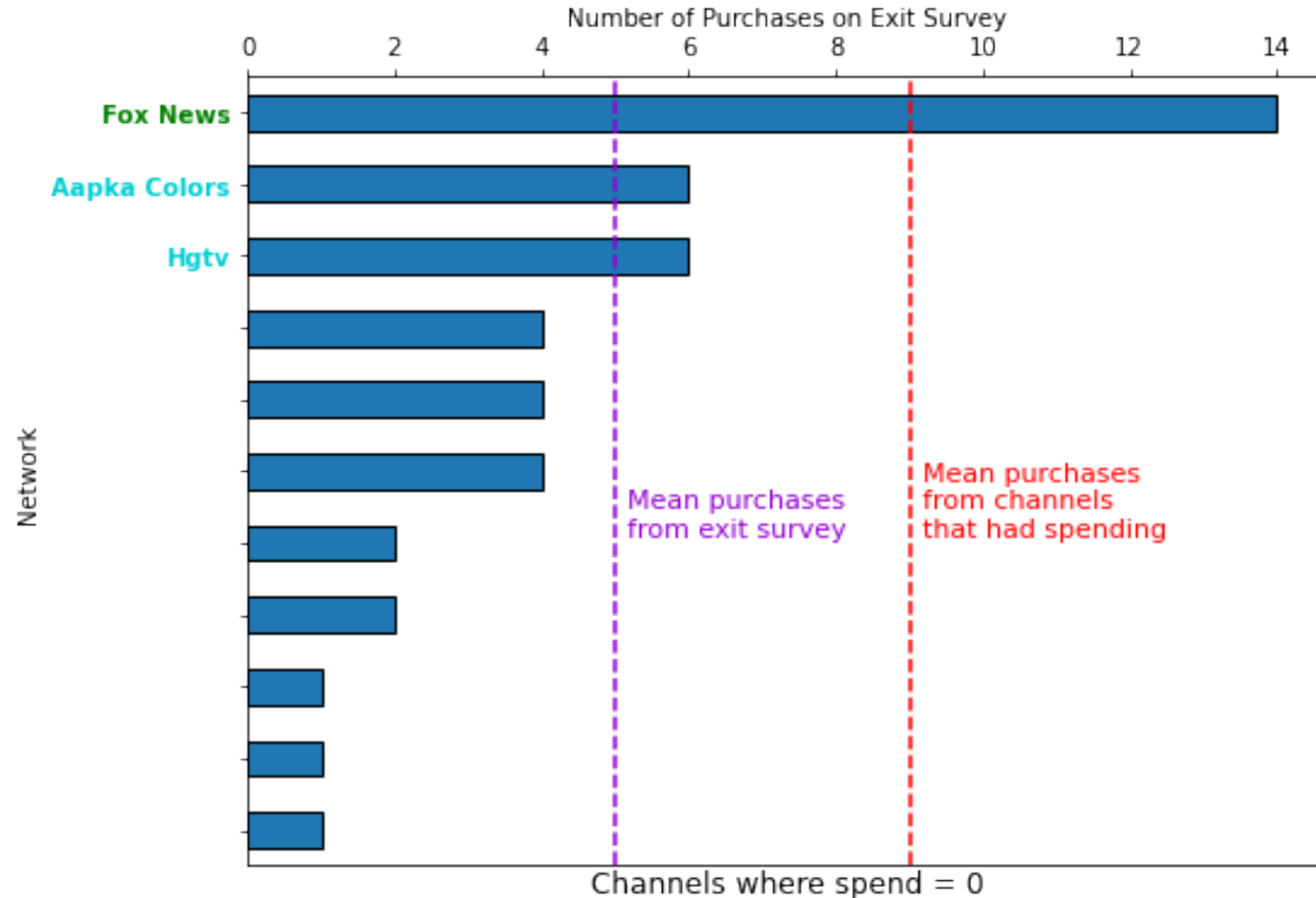
Key Observations: CNBC, CNN, ZeeTV, Star Plus

Conversion Rate vs. Cost Per Visitor



Key Observations: CNBC, CNN, CNBC World, The Weather Channel

Some Channels have no spend, but high purchases



High Performers:

- **Fox News**
 - *Way ahead* of average number of purchases from channels with spending (19 channels).

Decent performers:

- **Aapka Colors** and **HGTV**
 - Beat average number of purchases from channels on exit survey (30 channels).

What new information have we gained?

| The great... Performed well in at least 4/6 scatter plots | ...the good... Performed well in 2/6 or 3/6 scatter plots | ...and the bad... Performed poorly in 4/6 scatter plots |
|---|---|---|
| CNBC | The History Channel | ZeeTV |
| MSNBC | CNN | Star Plus |
| | Turner Network TV | |
| | NFL Network | |

Recommendation: Which networks to spend more money?

| Big Winners | Honorable Mentions (Performed well in at least 2 scatter plots) | Channels with no spend |
|---|---|---|
| 1. CNBC <ul style="list-style-type: none">In top 5 for 2/3 metricsPerformed well in 5/6 scatter plots | <ul style="list-style-type: none">The History Channel | <ul style="list-style-type: none">Fox News<ul style="list-style-type: none">5.9% of all purchases |
| 2. MSNBC <ul style="list-style-type: none">In top 5 for 2/3 metricsPerformed well in 4/6 scatter plots | <ul style="list-style-type: none">Turner Network TV | <ul style="list-style-type: none">Aapka Colors<ul style="list-style-type: none">2.5% of all purchases |
| 3. CNN <ul style="list-style-type: none">In top 5 for 2/3 metricsPerformed well in 2/6 scatter plots | <ul style="list-style-type: none">NFL Network | <ul style="list-style-type: none">HGTV<ul style="list-style-type: none">2.5% of all purchases |

Recommendation: Which networks to cut spending?

| Cut spending ASAP | Consider cutting spending |
|---|--|
| 1. The Weather Channel <ul style="list-style-type: none">In bottom 5 for all three metricsZero Purchases | <ul style="list-style-type: none">Bloomberg<ul style="list-style-type: none">Performed poorly in 2/6 scatter plots |
| 2. CNBC World <ul style="list-style-type: none">In bottom 5 for 2/3 metricsZero Purchases | |
| 3. ZeeTV <ul style="list-style-type: none">Performed poorly in 4/6 scatter plots | |
| 4. Star Plus <ul style="list-style-type: none">Performed poorly in 4/6 scatter plots | |
| 5. Comedy Central <ul style="list-style-type: none">In bottom 5 for 2/3 metrics | |

How can the exit survey be improved?

- Remove channels that you haven't spent money on
 - CBS Sports
 - DIY
 - ESPN
 - Fox News
 - FYI
 - HGTV
 - Oprah Winfrey Network
- Remove **Other**: _____
 - When a customer marks Other, it gives us just as much information as if they had left this question blank. It's unnecessary to have two different choices that yield the same information.
- If a customer chooses "TV Commercial," force them to choose a TV station.
- Include a few more questions on demographics, such as age or gender.

Purchase Exit Survey

client xyz purchase survey

* Required

How did you hear about Client XYZ? *

- ☐ Facebook
- ☐ Instagram
- ☐ Google Ads
- ☐ TV Commercial
- ☐ Other: _____

On which TV station did you hear about XYZ?

- ☐ Bloomberg
- ☐ CBS Sports
- ☐ CNBC
- ☐ CNN
- ☐ Comedy Central
- ☐ Dateline
- ☐ Dish Network
- ☐ DIY
- ☐ ESPN
- ☐ Fox News
- ☐ Fox Sports
- ☐ FYI
- ☐ HGTV
- ☐ NFL Network
- ☐ Oprah Winfrey Network
- ☐ Science
- ☐ The History Channel
- ☐ TNT
- ☐ Willow Tv
- ☐ Other: _____

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