“Peaking” Interest: Mapping Web Visitors to TV Advertising with High Frequency Data

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One of the biggest challenges in marketing is measuring the effectiveness of advertising campaigns. For example, it can be difficult to tie specific consumer actions to the viewing of television (or print, or digital) advertising. In the effort to understand consumer behavior and create successful marketing strategies, E-commerce companies have the advantage of collecting large volumes of data (millions of users with hundreds of distinct interactions recorded) that can be mined to learn which marketing and advertising campaigns are most effective. Still, it can be challenging to map on-line responses (e.g., purchase decisions, membership enrollment, or browsing) to spending in off-line channels like print and television advertising. This presentation discusses how Care.com, a web services destination where families can find caregivers and caregivers can find fulfilling employment, uses hyper-frequent, minute-by-minute data to evaluate the influence of TV advertising on acquiring new visitors and members.

In this session, I will demonstrate how web services companies with TV ad buy campaigns can use R to identify when peaks and spikes in enrollment are tied to TV advertising spots. By creating a baseline level of expected visits using local regression and calibrating the precision and recall necessary to detect a spike in activity, a firm can pinpoint the initial response to TV ads. This initial response enables the comparison of advertising across different networks in order to allocate marketing resources more effectively and allows for real-time analysis of results.

References

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