

THE HALO EFFECT TV DRIVES DIGITAL

Research conducted with TVSquared

CRITICAL AUTOMOTIVE INSIGHTS

In this current environment, advertising strategies are adapting to a different set of market dynamics. Effectv partnered with TV Squared in a recent study called The Halo Effect: TV Drives Digital, which evaluated the impact TV has on driving website traffic and engagement to connect with consumers during these times. Based on 202 automotive campaigns, the key automotive-related findings from the study include:

KEY TAKEAWAYS

1

COVID-19's Impact on Automotive

The automotive category saw dips in website traffic in March and April but showed signs of recovery in terms of investment and website engagement.

2

Creative + Consistency

Between March-April 2020, brands that ran COVID-19-related creatives saw superior lifts in immediate website visitors to those who did not adjust. Maintaining a consistent schedule had an even greater effect: brands that ran adjusted ads week-on-week saw an increase in immediate visitors versus those with inconsistent schedules who saw a visitor decrease.

3

On-Air = Prolonged Website Traffic

Maintaining brand presence triggers a "memory effect" among consumers. The study found that those that remained on-air experienced a prolonged impact of increased website engagement in subsequent weeks. Those that went off-air saw website visits drop.

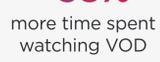
TV Viewing During COVID-19



more total time spent with TV



more time spent watching VOD



more time spent watching live TV



more time spent with cable news



more time spent with TV during the day

ON-AIR: SHORT-TERM AND LONG-TERM IMPACT

Effects of COVID-19 on automotive web traffic

Automotive saw reduced web traffic in the weeks leading up to lockdown, and continued to dip into mid-April. It then showed signs of recovery by late April with confirmed increases into early May.

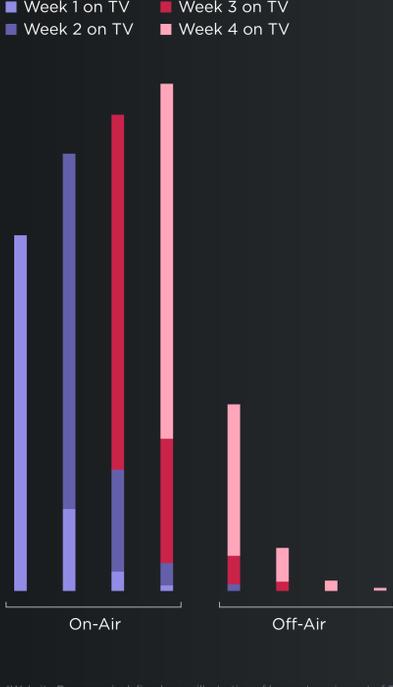


The Halo Effect

On average, TV drove an additional 520 visitors to an advertiser's website per week. TV created a halo effect that continued to influence audiences to take an action for several weeks after ads aired.

On average, 23% of the impact carries over to each subsequent week. Conversely, when advertisers go off-air, the impact of the campaigns deteriorates over time. For the weeks that advertisers go off-air, their total search and direct website visitation drops by -20% on average.

Website Response Over Time From Each Week Of TV Advertising



*Website Response is defined as an illustration of longer term impact of TV ad exposure based on TVSquared regression analysis, providing insights into residual website visitation that accumulates over time. Source: Effectv & TVSquared Impact Study, Q1 2020

3.8x

Automotive's multiplier effect of immediate to more long-term effect on website traffic was 3.8x. The longer a brand stays on-air to build and maintain brand presence, the greater the prolonged impact will be.

Source: Effectv & TVSquared Impact Study Q1 2020.

Brands that ran COVID-19 creatives saw an average lift of

+37%

in immediate website visitors. Those that did not amend their creatives, only saw an average lift of +13% in immediate visitors.

Brands that maintained consistent, week-by-week schedules of COVID-19 creatives saw, on average, a

+41%

increase in immediate visitors. Brands that ran COVID-19 creatives but had inconsistent schedules actually saw a decrease in immediate visitors of -24%.

CREATIVITY & CONSISTENCY

As sellers of high-consideration products, the automotive industry has long understood the importance of remaining on-air for awareness and recall. While ad spend for the category dipped early on during lockdown, the study saw a return to pre-COVID levels once creatives were modified.

Real-World View: Automotive

A Colorado-based car dealership revised its creative and devoted significantly more spend to TV in April. Running a consistent schedule (with zero weeks off air) from late March to end of April, optimizing networks and creatives for performance, it increased immediate visitors by +63%.

Car Dealership	March 2020	April 2020
Spot Count	2,965	5,707
Networks	40	30
Creatives	7	2

Creative changes + consistent airing schedule = +63% increase in immediate visitors

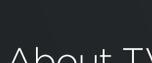
Source: Effectv and TVSquared Campaign Analysis, Jan-May, 2020.



About Effectv

Effectv, the advertising sales division of Comcast Cable, helps local, regional and national advertisers use the best of digital with the power of TV to grow their business. It provides multi-screen marketing solutions to make advertising campaigns more effective and easier to execute. Headquartered in New York with offices throughout the country, Effectv has a presence in 66 markets with nearly 35 million owned and represented subscribers.

For more information, visit www.effectv.com.



About TVSquared

TVSquared is the largest global enterprise platform for cross-screen, multi-touch attribution across all forms of linear and digital TV content. TVSquared's always-on analytics platform empowers brands, agencies, networks and publishers to quantify TV's impact, tie TV to business outcomes and optimize ad performance across TV everywhere. Thousands of advertisers in more than 70 countries work with TVSquared to measure TV across millions of households and billions of ad impressions.

Learn more at www.tvsquared.com.