



centriply

2 CHALLENGES/48 HRS/+376% RESULTS

Results Good Enough to
Prompt a Happy Dance

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We're bringing joy to TV Advertising

When was **the last time** you...

1. Were excited to talk ad campaign results?
With your client—TV or otherwise?
2. Treated your pet/kid/SO to your slick happy dance moves,
thanks to phenomenal results?
3. Saw a **376%*** lift in unit sales,
between TV audiences exposed vs unexposed
to your TV ad campaign?

So long that you've forgotten?

Then, have we got a **low-risk, high-reward** story for you!

Follow along as we detail how we went from RFP to buy in 48 hours—
using identity-informed data sets by Claritas**. And:

- Maintained our renowned attention to detail
- Delivered real outcome measurements
- And went waaay beyond “good enough” for our clients.

* **NOT** a typo

** We used Claritas PRIZM® Premier Syndicated Audiences for this project





Getting started: Time is of the essence

48 Hours From RFP to Plan



CLIENT: “I need to sell ticket packages for a seasonal destination—fast!” *CENTRIPLY:* Our advanced linear TV solutions are perfect for this. Let’s start by identifying your most likely customers, by lifestyle attributes. Then let’s find them!

“OK, how?” Using Claritas PRIZM® Premier Syndicated Audiences*, we all agree the best audiences for this TV campaign are “outdoorsy sports enthusiasts.” Our Ad Tech uses the ID-level segments to identify audiences in highly concentrated locations and match media suppliers. We do the heavy lifting, to make x-screen strategy easy.

“Can my TV campaign air asynchronous to other channels?” Each week requires a schedule, and we take care of all the customization. Easy, no problem!

“And we need the finished plan ready to go in 48 hours.” Done! Would you like a **zip-level sales attribution study** with that?

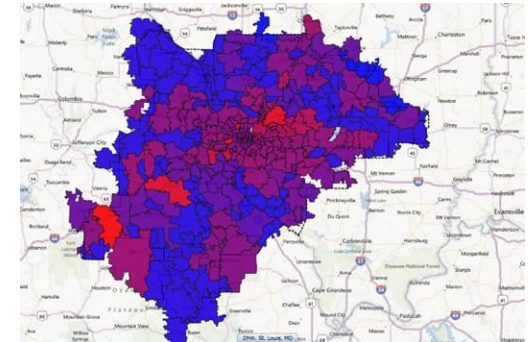
* Claritas has over 8,000 syndicated audiences, accessed from a database covering 120MM+ HHs, 7K lifestyle behaviors, 8K demographic variables



Reach a custom audience

Back at Centriply Headquarters, our experts are busy...

1. **Selecting** “most likely buyer profile” audience segment from the Claritas PRIZM® Premier Syndicated Audiences* dataset of 245 million people—for this, outdoorsy types interested in this seasonal activity.
2. **Refining** the resulting 39M audience prospects by location with our own Tango Media Suite—then identifying high-indexing locations for this audience segment, determining the media advantage.
3. **Reviewing** viable choices (considering multiple variables); **Proposing** budget options for TV ad campaign based on coverage/value. Then sharing possibilities—along with our advice on where running campaign makes sense and where it may not—with marketers.
4. **Developing/optimizing/finalizing the media plan**



Sample audience data analysis by Tango Media Suite, showing audience concentrations. Red areas = highest concentration of desired audience

*Claritas has over 8,000 syndicated audiences, accessed from a database covering 120MM+ HHs, 7K lifestyle behaviors, 8K demographic variables

...The clock keeps ticking on 48hr deadline...



Putting it all together

In 24Hrs we analyzed data for 9 markets selected (with some help from Tango Media Suite)*. And it looks like this:

245,566,753 Claritas Person Level Dataset...of which

39,628,625 match our audience segment...covering

857 ZIPs in client's priority markets...leading to

53,896 lines of inventory reviewed...of which

11,004 options were bought...in

62 cable systems...filtered further by

48 network options...with

8 daypart choices

*To create the ultimate TV ad buy, maximizing reach & budget to targeted audience, while modulating frequency, delivering results on every \$ spent.



Putting it all together, part 2

Then our multi-market buying experts...

1. **Adjust:** Incorporating last-minute client revises
2. **Revise:** Final-final (this time it's *really* final) plan
3. **Sign-off from client:** Almost there...
4. **Confirm:** Our in-house data team is prepared to execute post-campaign outcome measurement/analysis report, offering a holistic understanding of results vs unexposed audience (control factors equivalent to target)
5. **Activate:** the plan across 62 cable systems...and we're on-air!

Once the campaign is active, we begin tracking flight for optimizing, reporting, reconciliation, attribution.

Stop the clock—we did it all in 48 hours!



Recap and Results

Exciting! But my CFO wants numbers...

Starting hypothesis: What do ticket sales for a seasonal destination wanting to expand target audience—during a constantly resurgent pandemic—look like after an advanced linear TV ad campaign powered by Centriply?

A challenge in 2 parts is presented:

- **Part 1:** 48 hours from agency RFP to final plan/on-air.
 - Executed, as always, according to our meticulous standards
- **Part 2:** Deliver post-campaign sales lift outcome, in alignment with client's entire x-channel media plan/reporting needs. Just another day at Centriply.

Results

Taking a broad look at sales data across 857 ZIP Codes

- Exposed audience = only 9.55% of the potential US segment universe
- Yet this exposed segment accounted for 33.4% of ticket sales for *entire* US
- This advanced linear TV ad campaign delivered

+376% average sales unit lift** exposed vs control (unexposed) audiences

****NOT a typo.** Just math, based on actual data.



FUTURE CONSIDERATIONS: Your campaign, different views

Creating a **ZIP-level sales lift study** is a straightforward look at a bottom-line metric for our clients.

It's a basic outcome measurement service we offer.

We also work with partners who enable mid and upper funnel measurement of varying complexity, depending on your budget and needs.

» **Consideration (mid)**

Foot traffic at a retail location, website visits, app downloads, QR code use, and more

» **Brand awareness (upper)**

Measure share of voice in noisy markets

**And after you work with us,
don't forget to send us your happy dance selfie!**



Tell Me More!

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