



centriply

WHERE  
ADVANCED TV,  
TARGETED MEDIA PLANNING,  
& DATA DRIVEN EXECUTION  
MEET

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## Targeted TV & E-Commerce: Food Delivery Service



### TargetedTV supports Online Service for restaurants in specific delivery areas

#### CHALLENGE

Provide a layered and innovative approach to planning and buying TV in highly targeted geo-fenced locations where restaurants with delivery service are located. Create custom universes for each market to compare with coverage of traditional TV DMA.

#### ANALYSIS

Load/review ZIP codes with number of deliveries to determine value index. Eliminate areas of the traditional TV DMA that don't have service agreements. Washington DC, Chicago, Los Angeles, New York.

Track and index orders by ZIP to review value of each area.

**RESULTS:** TV successfully drives an audience to online

**WASHINGTON:** 13 systems would cover all ZIP codes with 100 orders or more. Tracking of orders by ZIP can be completed for ROI.

The top 6 systems cover 94% of the orders from 1,056,386 HHs.

The top 6 indexing systems would provide coverage for 41,322 orders out of the entire area. These top 6 systems have a combined geo index at an outstanding 248.

**LOS ANGELES:** 57% of DMA orders originated from only 9% of the DMA HHs, achieving a 633 index.

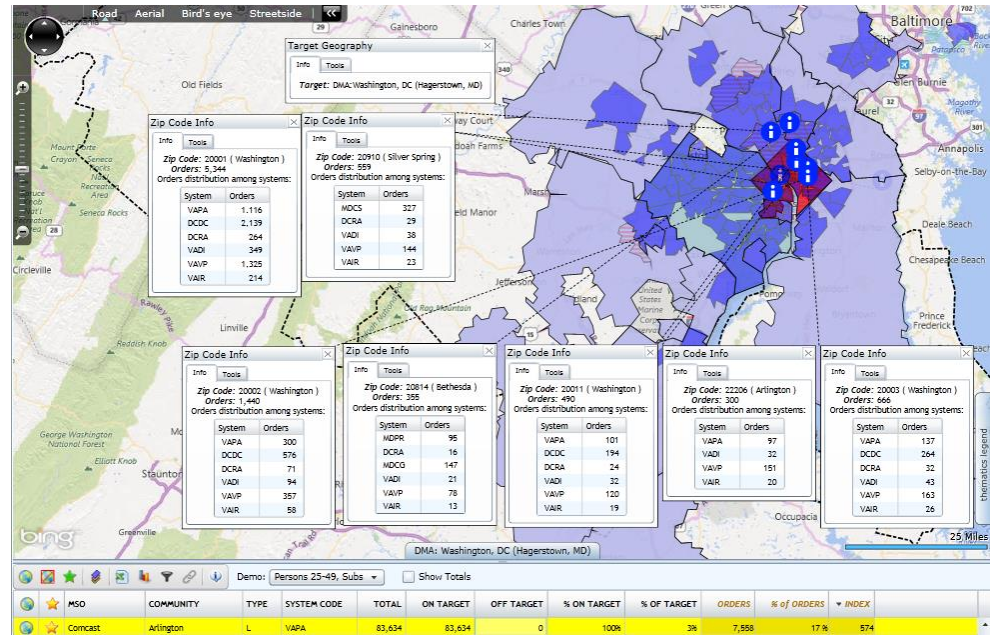
**NEW YORK:** 6 systems cover 92% of the delivery orders in this market.

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**WASHINGTON:**  
 The top 6 indexing systems would provide coverage for 41,322 orders (94%) out of the entire area. These top 6 systems have a combined geo index at an outstanding 248 .

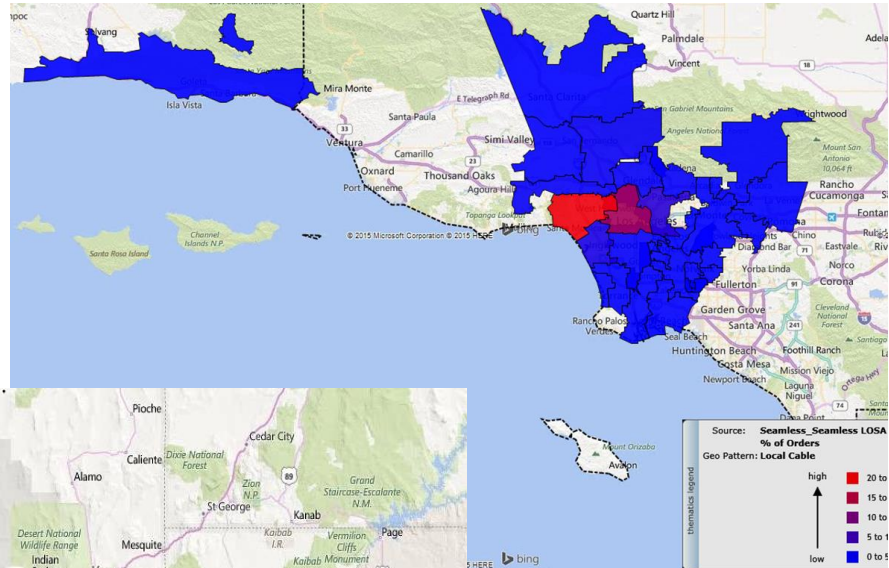


MSO	COMMUNITY	TYPE	SYSTEM CODE	TOTAL	ON TARGET	OFF TARGET	% ON TARGET	% OF TARGET	ORDERS	% of ORDERS	INDEX
Comcast	Washington	L	DCI	118,458	118,458	0	100%	5%	13,738	31%	744
Comcast	Arlington	L	VAF	84,502	84,502	0	100%	4%	7,558	17%	574
RCN	Washington (Overbuild)	O	DCF	27,170	27,170	0	100%	1%	2,042	5%	482
DISH	Washington DC	D	VAI	71,474	71,448	26	100%	3%	1,992	5%	179
Verizon FIOS	Potomac	T	VAN	606,562	593,015	13,547	98%	25%	12,747	29%	135
DIRECTV	Washington, DC	D	VAF	161,853	161,793	60	100%	7%	3,245	7%	129
			TOT	1,070,019	1,056,386	13,633	99%	44%	41,322	94%	248

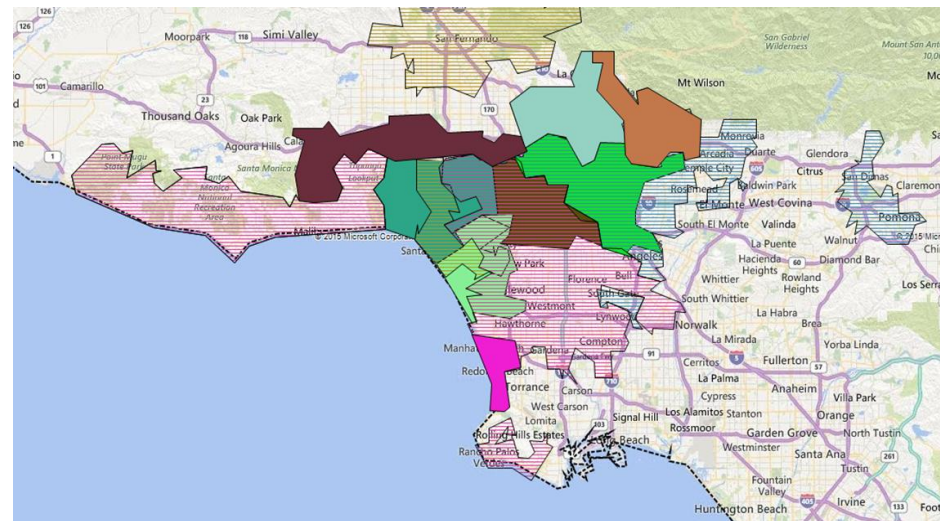
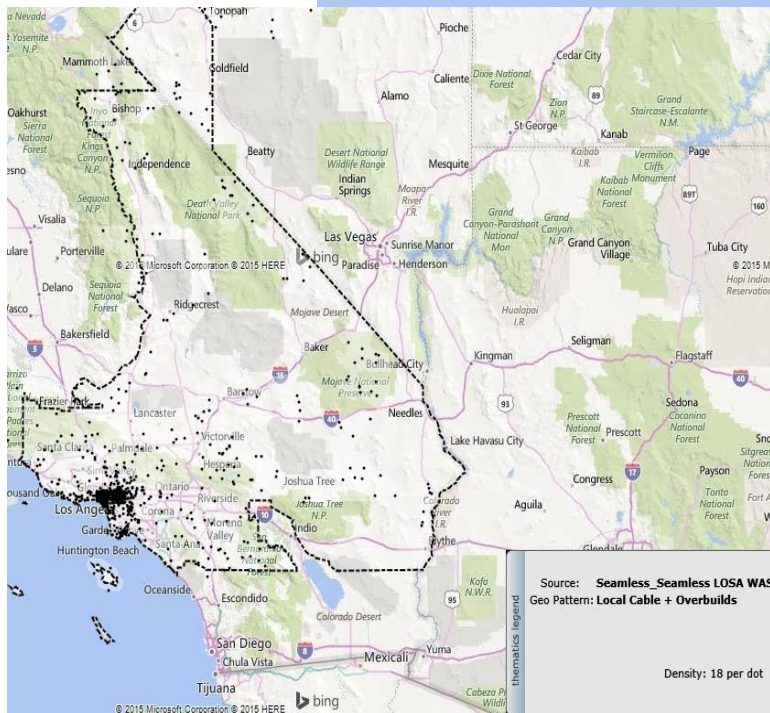
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57% of DMA orders originated from 9% of the DMA HHs, achieving a 633 Geo-target index





# Targeted TV & E-Commerce: Food Delivery Service

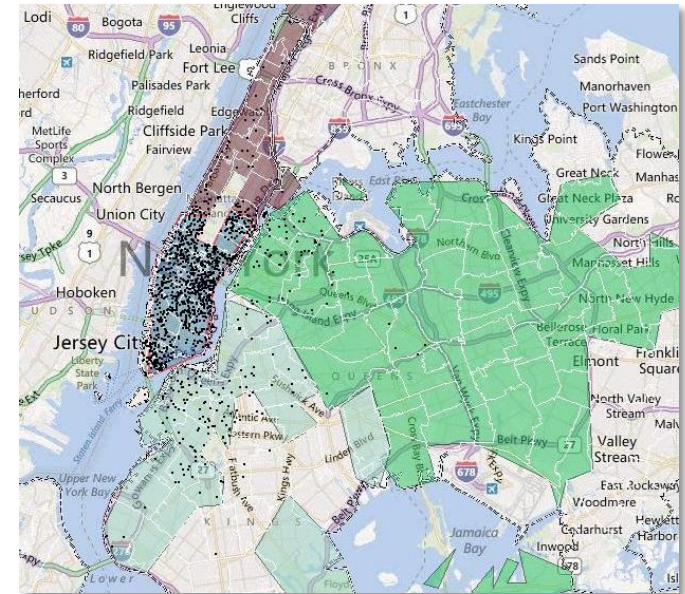
For a .com retailer, TV successfully drives an audience to online in New York.

Geo	Area, mi <sup>2</sup>	Households	Cable Household Subscribers
Zip Code: 10003; 10021; 10158; 10032; 10008; 10078	1,350.00	4,112,778	3,386,466
Demo	Population	Cable Subscribers	
Persons 25-49	4,072,001	3,329,620	

### Cable Systems on Target

System Code	Community	P 25-49 Subscribers	Subs on Target %	In View	System Code	Community	P 25-49 Subscribers	Subs on Target %	In View
NYRS	Manhattan (South)	272,744	100.00%		NYWM	Manhattan (North)	206,078	100.00%	
NYWB	Brooklyn	165,608	100.00%		NYCA	Manhattan (RCN)	72,843	100.00%	
NYFD	New York City FIOS	250,918	98.45%		NYWW	Woodside	557,388	95.71%	

Community	System Code	Total	Orders	% of Orders	Index
Manhattan (South)	NYRS	272,744	\$1,649,799	57%	773
Manhattan (Overbuild)	NYCA	72,843	\$184,907	6%	364
New York City	NYFD	250,918	\$363,069	13%	216
Brooklyn Time Warner	NYWB	165,608	\$178,135	6%	176
Manhattan (North)	NYWM	206,078	\$204,533	7%	137
Woodside	NYWW	557,388	\$97,109	3%	28
<b>TOTAL</b>		<b>1,525,579</b>	<b>\$2,677,552</b>	<b>92%</b>	
Brooklyn Cablevision	NYVR	322,182	\$74,025	3%	34



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This approach will make a difference in your web site conversions:



## Unique Value Proposition

Focus TV weight where it will have the greatest target impression value

Focus TV weight where it will have the greatest impact on business outcomes

Benchmark your custom universe for client KPIs

With pre-approved plans, budgets and flights make the buying process is as simple as saying “yes.”

## Benefits to Advertisers

Alleviate marketer pain point: cross-media target integration

Audience segmentation at scale

Automation at scale

Significantly increase media impact to the target

locations/audiences

Media investment aligned with data-supported business goals

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