NEW YORK INTERCONNECT

EVALUATE WITH CERTAINTY WHETHER YOUR ADS TRANSCEND THE NOISE

THE NEW YORK INTERCONNECT OFFERS A MARKET-LEADING PLATFORM THAT DEFINITIVELY MEASURES ADVERTISING EFFECTIVENESS

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"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

Marketing pioneer John Wanamaker's famous words lived on as (unfortunately) a true statement for decades. Truly quantifying the effectiveness of advertising, specifically on TV, has never existed, much less been accurate—until now. The New York Interconnect's Matchback Analysis offers advertisers the transparent and pinpointed ROI measurement they've been looking for.

Oh, if only John were alive today.

TARGETING YOUR AUDIENCE IS JUST THE BEGINNING

TV is still king; this is where advertisers want to be. After all, people spend more time on TV than any other platform[1], and it reaches an extraordinary 87% of Americans 18 and older[2]. When it comes to advertising impact, TV boasts the highest ad recall[3] and purchase influence of any other medium[4]. Yep, there's no doubt about it: TV is the best place to advertise.
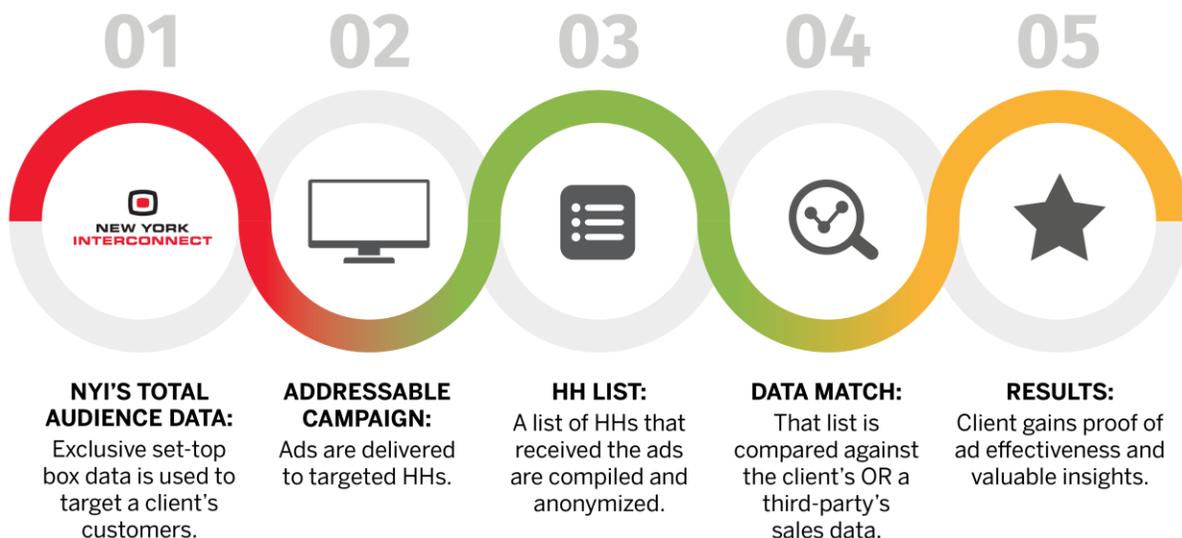
When the power of TV is combined with the power of Digital, THAT'S THE GAME CHANGER. NYI's Matchback Analysis allows brands to apply Digital's accurate measuring capabilities directly to their TV schedules. It revolutionizes how advertisers build, execute, and gauge their campaigns**. Since no other advertising platform can measure with this level of accuracy, NYI is setting the standard for the direction brands take in creating and executing their ad campaigns.**

It all starts with Addressable Advertising. NYI helps marketers capture their audiences by precisely targeting specific ads to specific people—and ONLY to them. Why? Because sending a minivan commercial to college graduates is a waste of ad dollars. By targeting commercials to a specific audience, the inefficiencies that occur when one generic ad is sent to mass consumers is eliminated. Simply put, Addressable Advertising makes it possible to engage the right people—and then sets up the ability to accurately measure the post-campaign results.

A MATCHBACK ANALYSIS OFFERS THE PROOF IN THE PUDDING

In a Matchback Analysis, NYI compares the households that tuned to the brand's ad with sales data that shows whether or not those households then purchased the product or service. If there's a match, then there's a definitive and positive connection between the campaign and sales. In the end, the process can validate that the brand's ad spend was worth it, while providing valuable insights for future campaign planning.

The magic of Matchback lies within NYI's data (which is always anonymized and privacy compliant). Their exclusive Total Audience Data measures tuning behavior from over 6.3 million of the most sophisticated set-top boxes in the industry; it produces a variety of information, such as what people are watching and how long they're watching. Combine that with intelligence from their top-tier data partners, and NYI's capabilities are unstoppable.

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NYI'S TOTAL AUDIENCE DATA: Exclusive set-top box data is used to target a client's customers.	**ADDRESSABLE CAMPAIGN:** Ads are delivered to targeted HHs.	**HH LIST:** A list of HHs that received the ads are compiled and anonymized.	**DATA MATCH:** That list is compared against the client's OR a third-party's sales data.	**RESULTS:** Client gains proof of ad effectiveness and valuable insights.

After introducing this new, innovative technology, NYI saw brands and agencies knocking down doors to jump onboard. First to bat? BMW, the renowned auto brand seen worldwide as the gold standard in luxury. To increase sales of BMW's various models of cars, NYI executed an addressable campaign that targeted four types of audiences: households that each have a high propensity to purchase (1) Compact, (2) Mid-Size, (3) Full-Size, or (4) Crossover cars. Model-specific commercials were then served to the corresponding households (i.e. a Compact ad was served to the Compact-inclined household). The eight-week campaign captured nearly 11 million audience impressions within more than 1.3 million homes.

After the campaign ran, NYI executed a Matchback Analysis that compared lift in sales among households that were exposed to the ad and those who weren't exposed to the ad. The results were astounding! Households that tuned to the ad displayed double-digit lifts in purchases for each of the four models: 15.1% for Compact, 16.5% for Mid-Size, 21.1% for Full-Size, and a whopping 30.7% for Crossovers.[5] This case study provides irrefutable proof that addressable advertising delivers results—and a Matchback Analysis is the best way to measure it.

With a whole new level of planning and accountability, the New York Interconnect is delivering the next generation of TV advertising.

Sources: 1. Live+DVR/Time-shifted TV, DVR/Time-shifted TV, DVD/Blu-Ray Device, Game Consoles, Multimedia Devices 06/27/2016 - 09/25/2016 via Nielsen NPOWER/National Panel, Radio 09/10/15-09/07/16 via RADAR 131, PC 07/01/2016 - 09/30/2016 via Nielsen Netview, Mobile 07/01/2016 - 09/30/2016 via Nielsen Electronic Mobile Measurement Based on Users of Each Medium. 2. The New York Times. 2015. 3. MarketingCharts.com. Reach and Attention to Advertisers, by Medium. May 2016. 4. MarketingCharts.com. Ad Exposure vs. Purchase Influence, by Medium. May 2016. 5. Altice's Total Audience Data. Experian Response Analysis.