# Investment in TV360 Lifts Website Visits

### GOALS

A state's private economic development corporation was seeking to message world-class corporations, entrepreneurs, and individuals to build businesses & careers in the state. The goal was to drive internet users to their website.

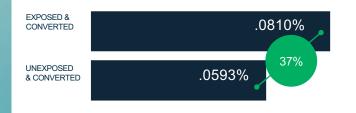
## TARGET

Presence of A25-54 AND HHI \$200k+ OR Managerial/C-suite, decision-makers and site selectors in companies

### SOLUTION

**TV360:** High-efficiency spots on networks that set-top box data revealed would reach the target audience

# Incremental Site Visit Lift



- 37% Incremental Lift in HHs
- · 319 Incremental HHs visited the site

TARGETED HOUSEHOLDS

2.3M

TOTAL IMPRESSIONS

15.9M

Source: NY DMA. Conversion analysis based on TV ad exposure matched to website visits. Campaign flight = 4th Qtr. 2021 – 1st Qtr. 2022.