

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

EXPOSED & CONVERTED

.0810%

UNEXPOSED & CONVERTED

.0593%

37%

- 37% Incremental Lift in HHs

- 319 Incremental HHs visited the site

TARGETED HOUSEHOLDS

2.3M

TOTAL IMPRESSIONS

15.9M