

TV360 Drives Up Service Memberships



GOALS

A not-for-profit automobile service organization was seeking to drive consumers to its website in order to boost memberships

TARGET

Presence of Adults 25+

SOLUTION

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

Incremental Site Visit Lift

EXPOSED &
CONVERTED

6.05%

UNEXPOSED
& CONVERTED

4.38%

38%

- 38% Incremental Lift in HHs

- 35,197 Incremental HHs visited the site

TARGETED HOUSEHOLDS

3M

TOTAL IMPRESSIONS

28.4M