

TV Ad Exposure Drives Cable Network Viewing



GOALS

Increase viewership levels for a linear-focused cable TV network and demonstrate that HHs exposed to the TV campaign converted at a higher rate vs unexposed HHs

SOLUTION

Linear TV: Leverage set-top-box data for a deterministic match of TV ad exposure and TV viewing data to measure effectiveness of on-air messaging and identify top networks with the highest conversion levels.

% Households Tuned to the Program

EXPOSED
HOUSEHOLDS

1.42%

UNEXPOSED
HOUSEHOLDS

0.41%

245%

PROJECTED: INCREMENTAL HOUSEHOLDS TUNED

10,472

To be read: 1.42% of exposed households tuned to the network vs 0.41% of unexposed households, resulting in a 245% tune-in lift. Based on Optimum STB data, 3,686 Optimum HHs converted, with a projected figure of 10,472 households within the complete NYI footprint.