

MiQ UNLOCKED

BRIDGING THE GAP BETWEEN TV AND DIGITAL

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1950's

Broadcast

Three main networks begin to emerge in Canada



1980's

Cable/Satellite

Dozens of new networks emerge, audiences begin to fragment, while cable & satellite rise



2000's

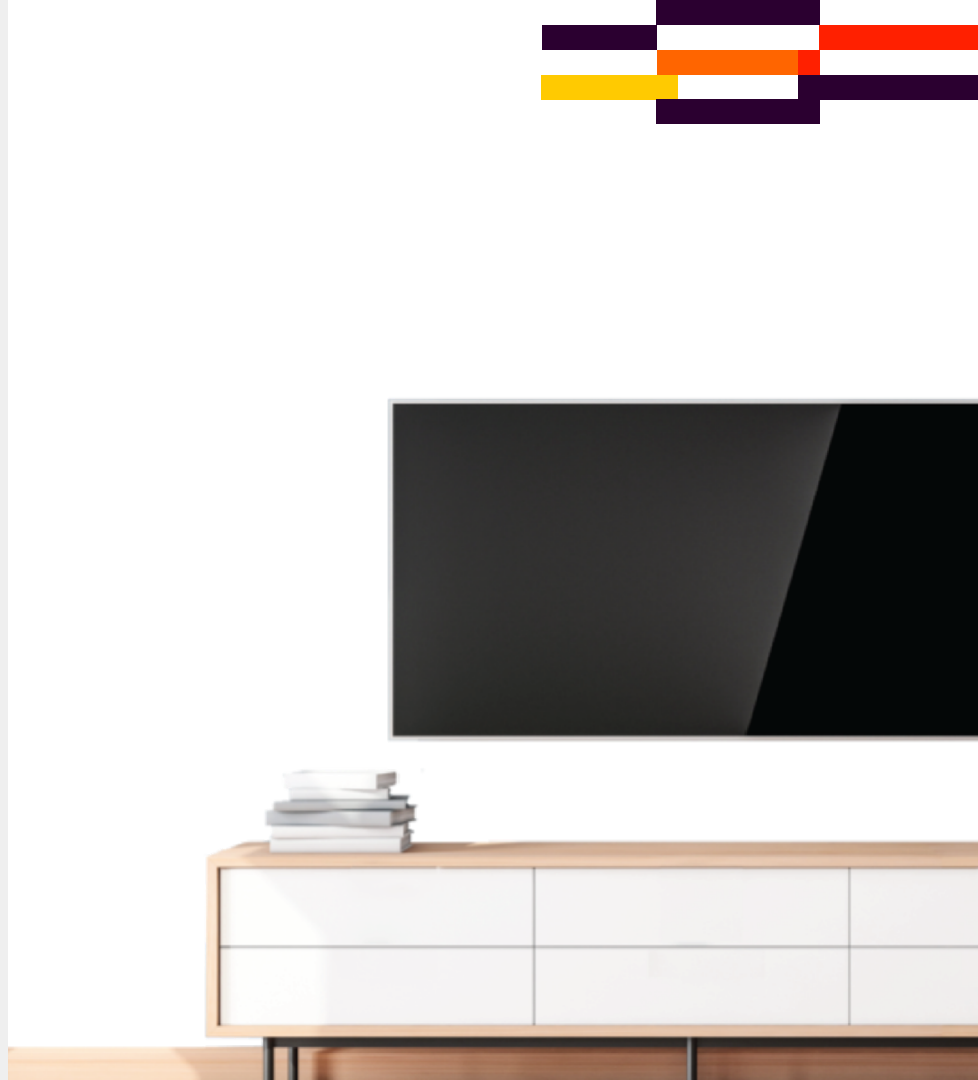
TV Everywhere

TV content becomes available online, original online content follows



The TV and digital space now

- We observe 8 million connected TV devices in Canada.
- TV and digital advertising remain siloed.
- Connecting devices and online and offline behaviour is becoming more important than ever.



Agenda

- Connect the data sources
- Activate connected data
- Driving and measuring better results



Connecting data sources

Connect data that can be used for **planning better-connected Advanced TV campaigns**, and building smarter audience segments.



Criteria for connecting data



1 Compliant and
privacy-first



2 Scale



3 Raw, rich,
and timely

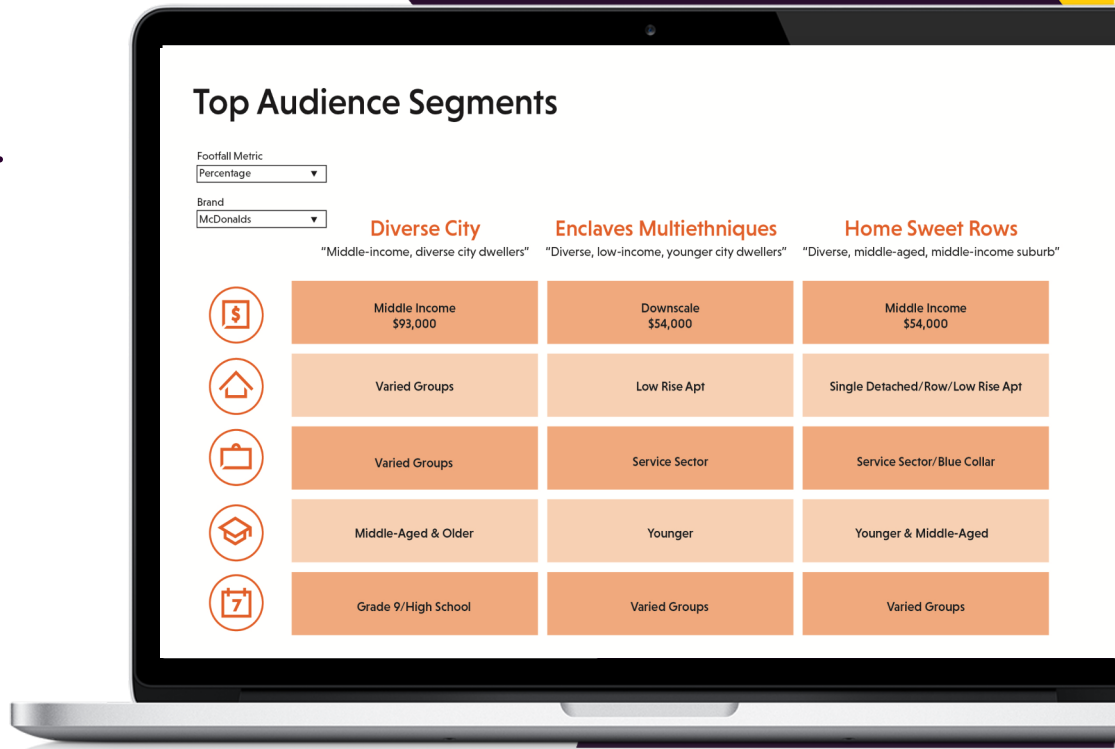
Build enhanced audience segments

Leverage EA data to identify new demographic, interest groups, or expand your reach on an existing audience group.

Powered by:

ENVIRONICS
ANALYTICS

 **Privacy:** EA uses aggregated data at the postal code level (cookieless).



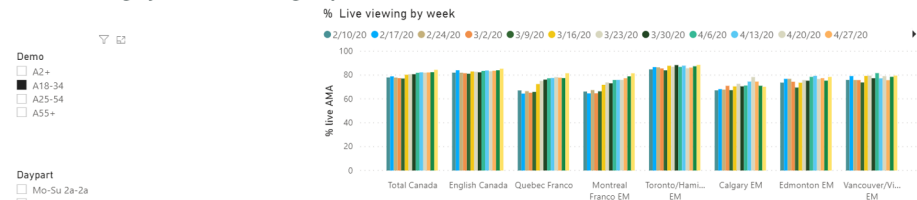
Leverage linear TV viewership insights

Build new target audiences based on the TV content being watched or how often. You can also target consumers who have seen competitor ads.

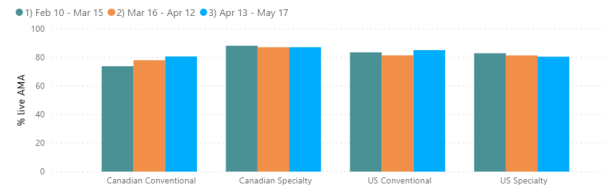
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% Live viewing by week & station group



Weekly Hrs Cap by Station Group



Source: Numeris TV PPM data Feb 10, 2020 to May 17, 2020
Data confirmed to May 10, 2020

Reports generated through ConexAPI TV PPM Query Builder conexAPI



Privacy: NLogic uses aggregated, anonymized TV and survey data.

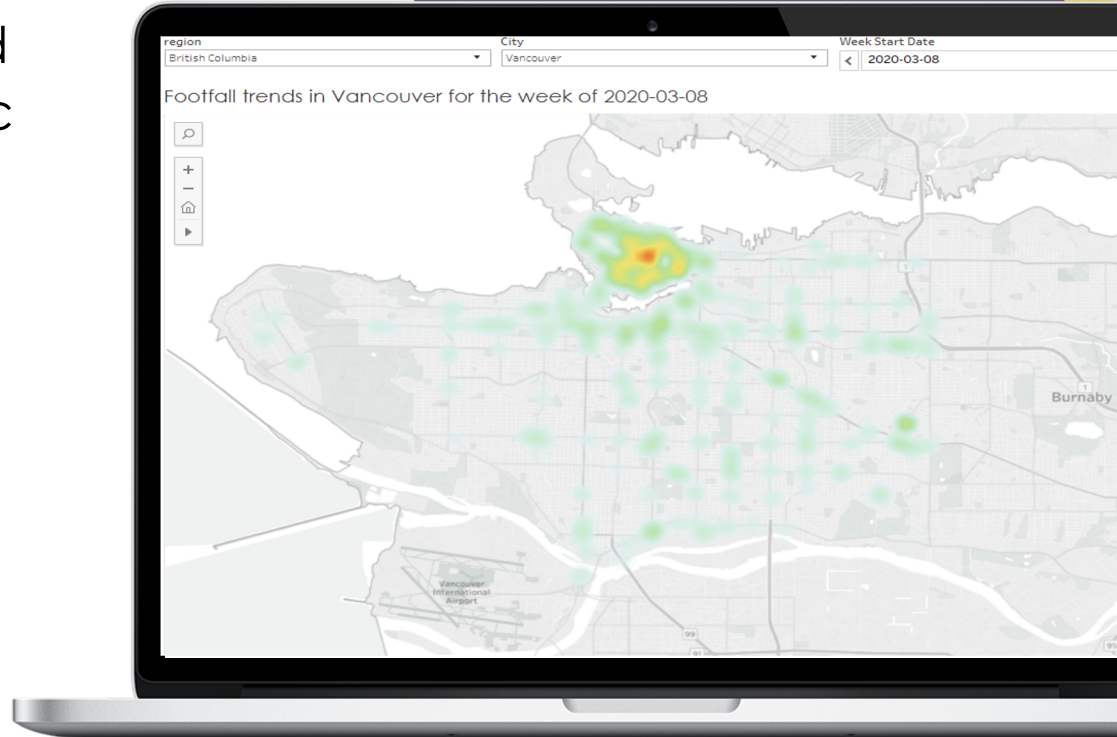
Bring offline audiences online

Understand which FSA's or postal codes to prioritize based on behavioural, psychographic and demographic messaging.

Powered by:

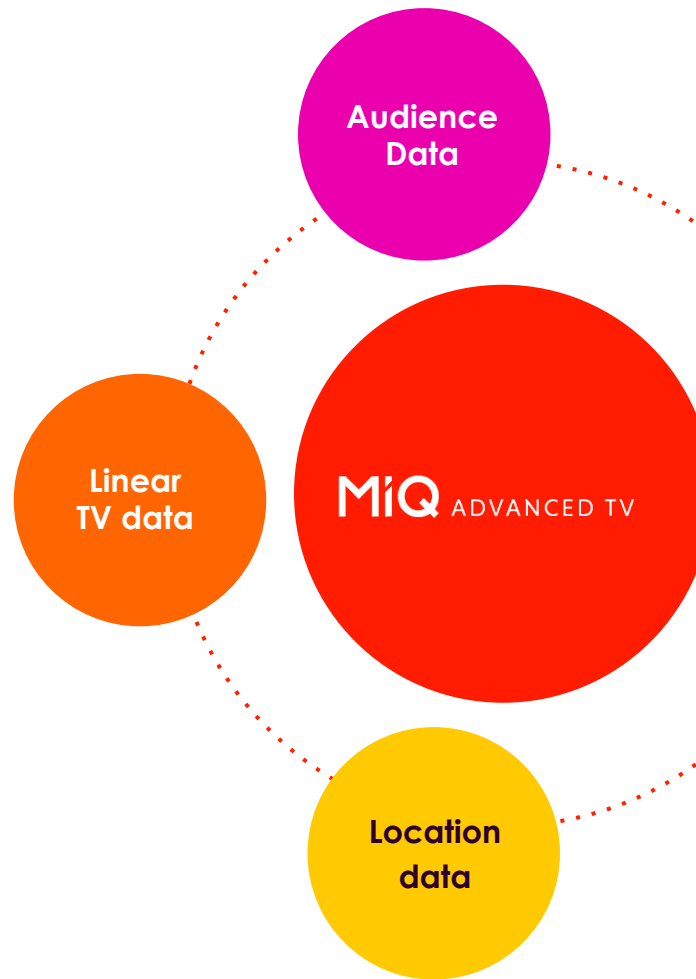
unacast.

ENVIRONICS
ANALYTICS



 **Privacy:** Consent, secure data transfer, and right to removal policies in place.

Advanced TV solutions can give you the tools to **bridge the gap** between your linear and connected TV strategies and your digital strategies...all in **one place**.



Activate connected campaigns

By **activating on connected data**, marketers can reach their audience across all channels and maximize return on ad spend.



Reach valuable audiences



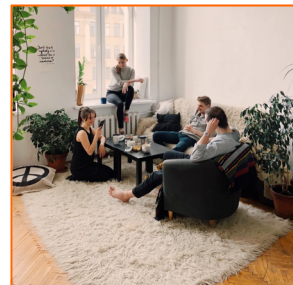
Use audience performance insights to reach the most valuable audiences and optimize against those audiences in real-time.



83% of groups watch TV for an average of 15.4 hours each week

Top Programs

The Masked Singer
The Good Doctor
Station 19



89% subscribe to an over-the-top TV service

74% listened to a music streaming service in the past month

74% own a game console



Friends opinions are an important source of information

They like to try new and different products

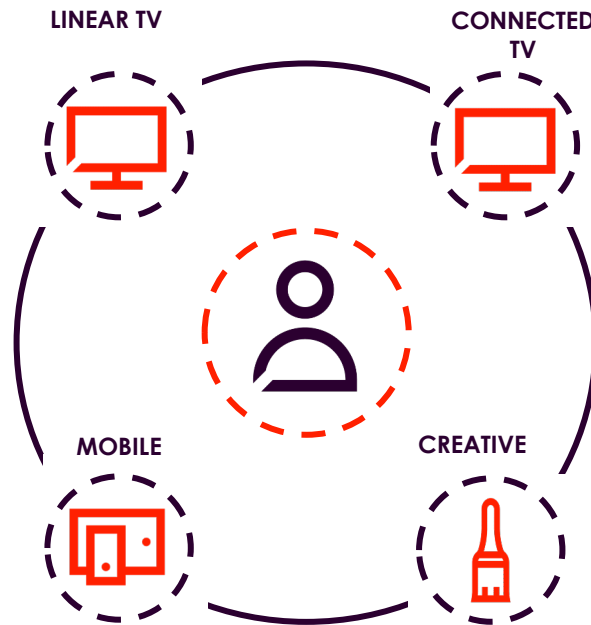
More likely to visit specialty movie theatre

Key takeaway:

Bridging the gap between TV and digital campaigns gives you the flexibility to adjust your campaign strategy at anytime to reach best-performing audiences and increase loyalty.

Omnichannel activation

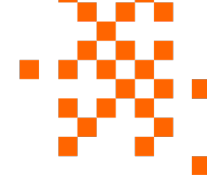
Connected TV should complement your linear TV and digital strategy to create a more data-centric, efficient approach to targeting audiences.



Key takeaway:

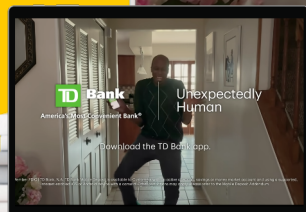
With a programmatic omnichannel approach, data is exchanged from one environment to another allowing for activations that improves impact.

Activate creative solutions that fuel action

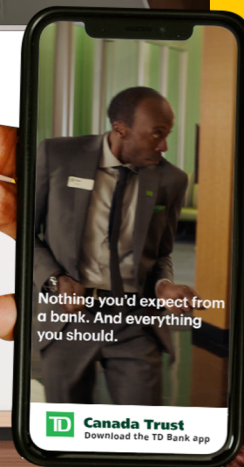


Align your creative messaging to macro factors in real-time.

Adapt your creative to amplify your own message.



Retarget your TV audience with 1:1 custom mobile-first creative.



Drive and measure value

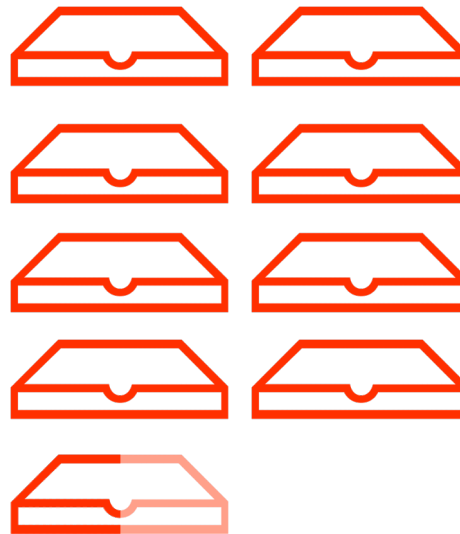
Campaigns that use connected data
from digital and TV result in **better
performance and stronger insights.**



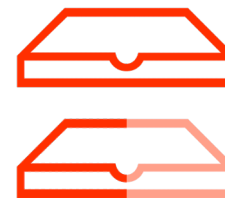
Increase conversion rates



A Canadian pizza franchise saw an **increased conversion rate of 8.5%** when using **multiple channels vs. 1.5% on a single digital channel.**



Multiple Channel:
8.5% CVR



Single Channel:
1.5% CVR

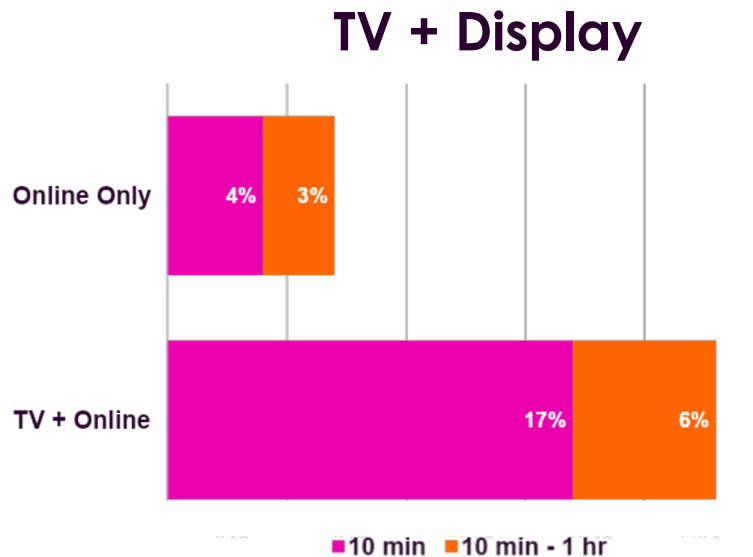
How to use your data:

By pairing TV data with digital data you can amplify TV exposure across multiple screens.

Shorten the purchases journey



A retail brand found that audiences who received a **TV and digital ad** were **4x more likely** to make a purchase within **10 minutes**.

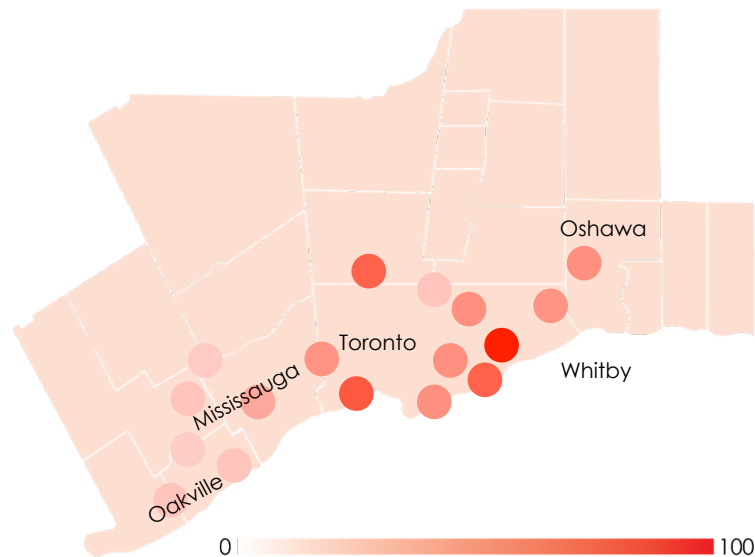


How to use your data:

Not only does combining TV and digital increase the likelihood of a consumer taking action, it also speeds up the time frame in which they'll do so.

Increase offline lift

A global coffeehouse found those exposed to an Advanced TV ad were **1.5X more likely to visit a store** than those who were not.



How to use your data:

With location measurement in place, advertisers can fully close the loop on the purchase journey, measuring and targeting a consumer as they go from connected TV to digital to a physical store location.

Bringing it all together

1 PLAN

Combine data to get insights about your audience.

2 ACTIVATE

Activate omnichannel for seamless TV-to-digital campaigns.

3 MEASURE

Measure the impact of your TV and digital campaigns.



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THANK YOU

Other resources:

- [MiQ's Connected Opportunity Whitepaper](#)



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