

Measure how linear TV drives net new conversions

Incremental Lift Studies for Linear TV

TV+® Incremental Lift Studies for Linear TV empowers marketers to statistically assess the lift in conversions driven by your linear campaign with a test and control methodology designed to highlight what TV drove, not what TV touched!

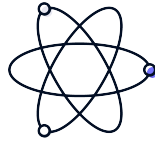


The Reach of Linear TV Meets the Deterministic Nature of Digital



Purpose Built for TV

Our synthetic control group is not only identical to the exposed one in terms of demo and geo, but we also simulate media plans to account for TV viewership behaviour



Eliminates Biases

We use a post-stratification algorithm to reduce biases when comparing conversions between the exposed and unexposed group



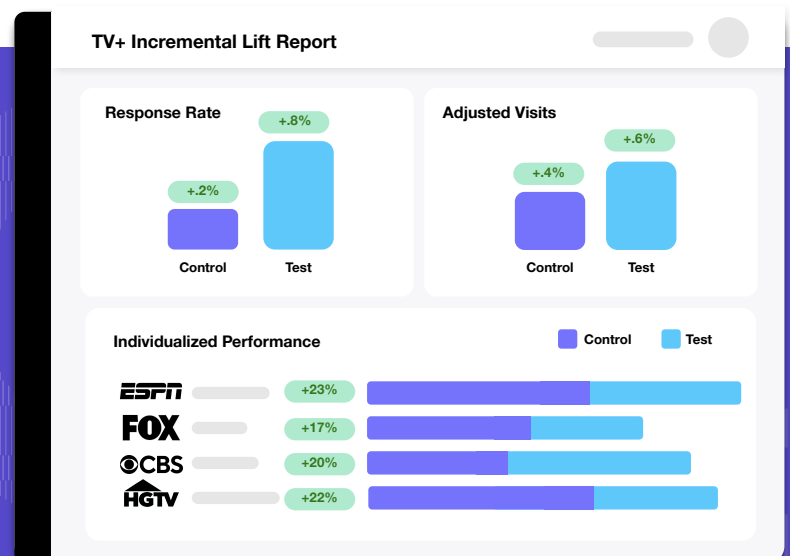
Actionable Insights

We run deterministic attribution to measure your campaign's lift over your target KPIs and showcase which network, creative, and daypart drive the highest impact

Compare, Learn, Optimize

Comparing conversions from the exposed vs unexposed groups is the best way to measure the true incremental impact of your campaign and remove any confounding factors.

Leverage TV+® post-campaign report to drill into the parameters that bring the highest lift to optimize future campaigns and drive growth for your brand.



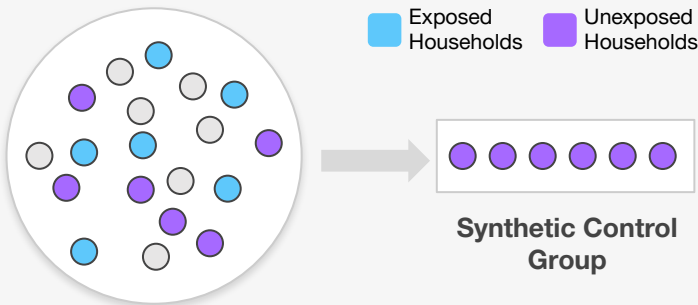
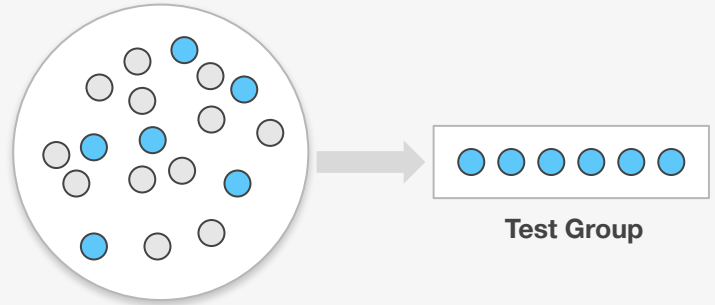
How it Works Under the Hood

STEP 1:

Apply the Simulmedia pixel to your website or connect your MMP to TV+ before launch to ensure we can run attribution.

After the campaign ends, we look at all of the impressions delivered to our viewership panel to assemble the test (or exposed) group.

Exposed Households

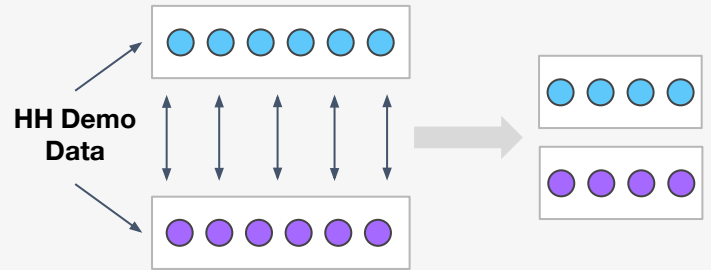


STEP 2:

We then create a synthetic control group by simulating media plans with your campaign's inclusion and exclusion criteria.

STEP 3:

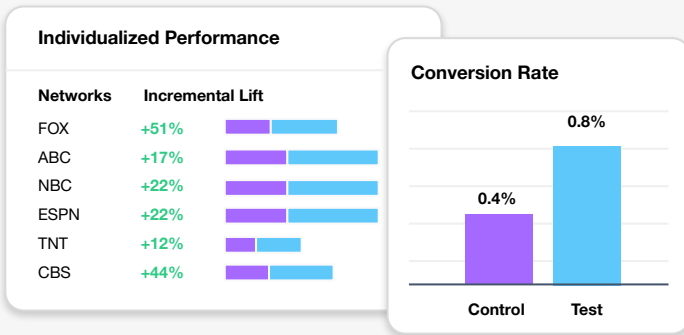
We overlay demographic data to both groups and apply our post-stratification algorithm to ensure the two groups are statistically representative of each other in terms of **geo, demo, and viewership patterns**.



STEP 4:

Run deterministic attribution at the Household IP level using the Simulmedia Pixel (or MMP integrations) to measure conversions.

We then compare test and control conversion rates to measure lift.



Unlock the Power of Incremental Lift Studies today

Increment Lift Studies for Linear TV helps marketers indisputably prove the powerful impact of their linear TV campaigns on driving business outcomes. Interested in leveraging it for your next campaign? Get in touch with your Client Success Manager or contact sales@simulmedia.com.