



# Guide to Instant TV Competitive Intelligence

Get TV intelligence on any brand's past TV campaigns  
within minutes with TV+ Planning Insights

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# Intro

## Tv Planning Insights

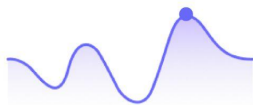


## Competitor Overview



\$CPM

## Data Analyzing



The landscape of TV and CTV advertising is fraught with the challenge of synthesizing vast amounts of data from disparate sources. Brands and agencies often find themselves mired in the time-consuming process of gathering and analyzing data, which can take weeks and involve costly data set licenses.

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**The demand for a tool that offers immediate, insight-rich access to extensive TV data is evident — a tool that empowers advertisers to act swiftly and strategically.**

TV planning tools are indispensable for:

# 1. Competitive Analysis:

Efficiently investigate competitors' TV/CTV investments for strategic planning.

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# 2. Pitch Optimization:

Quickly assess a brand's historical TV strategy to inform data-driven pitches.

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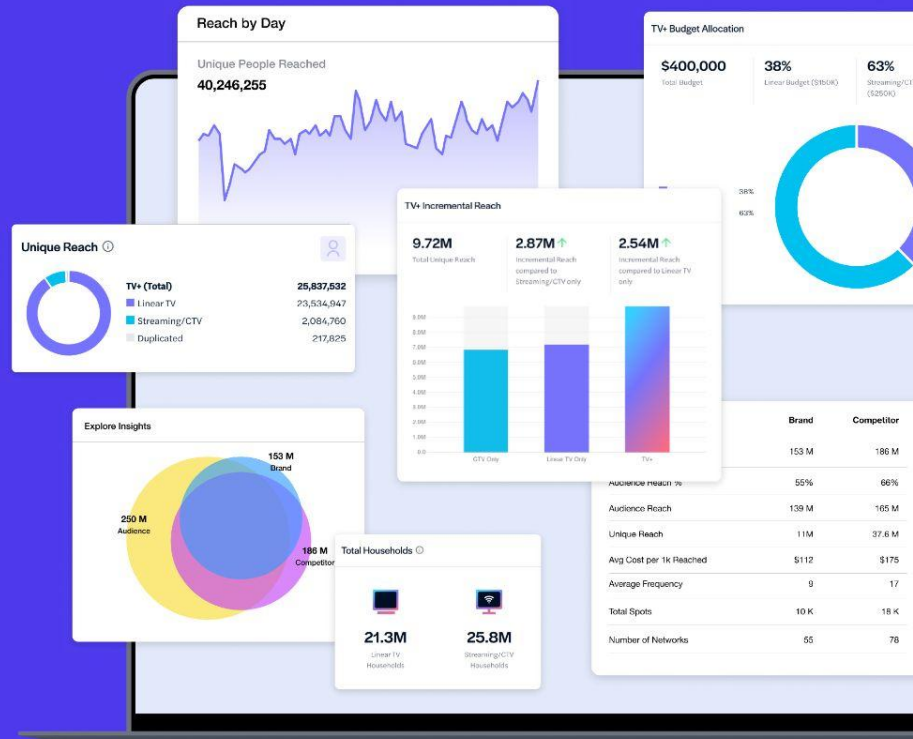
# 3. Audience Profiling:

Analyze TV viewing patterns to refine media plans and reach incremental prospects that fit your strategic audience profile.

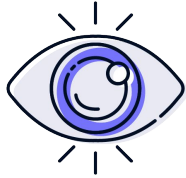
Before the advent of advanced planning tools, the process was slow and cumbersome, often leading to missed opportunities and suboptimal investment.



# About TV+<sup>®</sup> Planning Insights



## TV+ Planning Insights revolutionizes this process by offering:



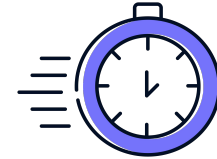
### Insight-Filled Views:

Provides exploration-ready access to large, integrated TV data sets from multiple providers.



### Strategic Depth:

Delivers deep insights that inform smarter, more effective campaign strategies.



### Time Efficiency:

Transforms what used to be days or weeks of analysis into a matter of minutes.

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**TV+ Planning Insights** turns the tide from data-heavy and time-intensive to a streamlined, insight-driven approach, enabling advertisers to quickly harness the power of big data for competitive advantage and increased advertising effectiveness.



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## Defining Strategic Audience

The first step in setting up an analysis is to assess the following:

***Which strategic audience target do I want to investigate?***

We emphasize “**Strategic Audience**” because it lets marketers move beyond basic age + gender demographic targets and move to **strategic audiences defined by affinities, hobbies, habits, ownership, interests, and more**

ownership

affinity

interests

occupation

hobbies

lifestyle



Once you have signed up for your TV+ account, **login** and land on the **TV+ Homepage**.

## 1. Click on the Cross-Channel Insights

Note that all Insights tools, including Market Insights and Media Reports, which we cover later in the Guide, are accessible through this card.

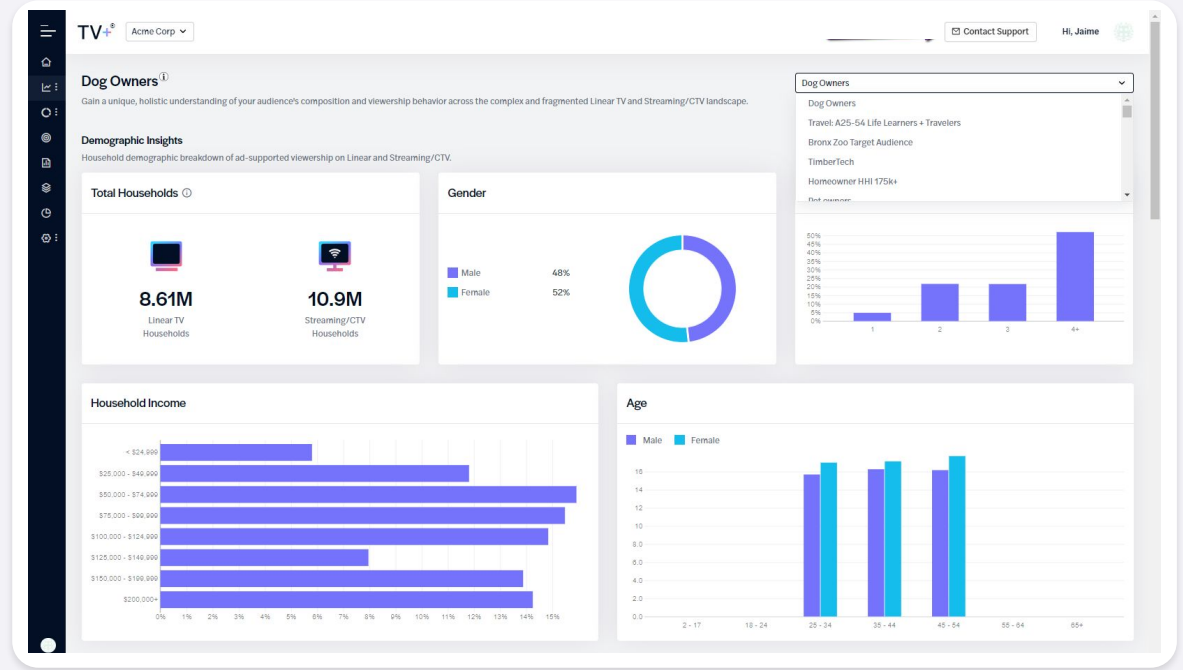
The screenshot shows the TV+ homepage for Acme Corp. The dashboard includes a navigation sidebar, a top header with 'TV+ Acme Corp', 'Contact Support', and 'Hi, Jaime'. The main content area is titled 'Welcome back, Jaime' and 'Explore TV+ Tools'. It contains two large cards: 'Cross-Channel Insights' and 'Reporting'. The 'Cross-Channel Insights' card has a green arrow pointing to its 'View Insights' button. Below the cards is a 'Recent Activity' section with a table of 'Most Recent Campaigns'.

Status	Campaign Name	Budget	Impressions	CPM	Reach	Cost Per Reach
Ready	Acme Corp CTV Campaign Q2 2023 with APO 5/31/2023 SM-0121547 Timeframe: 05/05/2023 - 05/31/2023 (CTV)	\$50,000.00	1,959,693	\$25.52	1,413,235	\$0.04
Ready	Acme Corp CTV Campaign Q1 2023 12/31/2022 SM-0120315 Timeframe: 12/01/2022 - 12/31/2022 (CTV)	\$200,000.00	6,994,653	\$28.41	3,189,350	\$0.06

## 2.

### Choose a strategic audience to analyze.

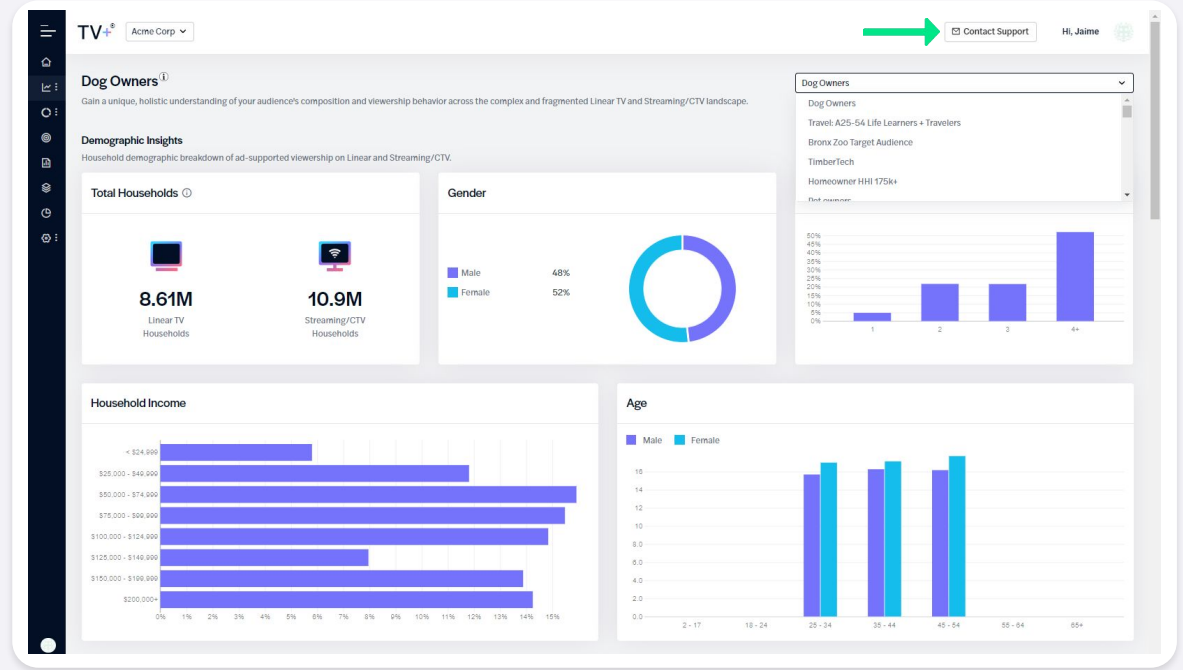
If the strategic target you are looking for is in the dropdown, congratulations! Simulmedia has pre-populated the dropdown with several strategic audiences. Sometimes, using a proxy that's close enough also works (for example, choosing "A25-45" instead of "Millennials" – you can always refine audiences later on) Just select that strategic audience for each of the Planning Insights tools you use.



### 3.

If you do not find a strategic audience of interest in the dropdown, TV+ Planning Insights users can request that a Simulmedia representative add their strategic audience to the list by hitting **Contact Support** at the upper right-hand corner and describing their ideal target audience.

Once we build the target audience, you'll see it appear in the dropdown.



# Comparing a recent campaign's strategic audience reach to a competitor

The screenshot shows the TV+ Market Insights interface. At the top, it says "TV+ Simulmedia Marketing" and "Hi, Jaime". Below that, it says "Market Insights" and "Compare your past campaign against your audience and your competitors. Gain unique, cutting-edge insights that can help you launch your next campaign."

**Choose Your Metrics**

Time Period	Audience	Brand	Competitor
January 2024	A25-54 Frequent Domestic Travelers	My Tourism Board	Tourism Board 1

**Your Opportunities**

- Audience Potential:** Your brand has a lot of untapped potential. There is still **86.0%** of the target audience to reach. Simulmedia's Reach Extension capabilities can help fill in the gaps.
- Audience Reach:** Great job! You are reaching more of the audience than your competitor by **1.6%**. Look at your Media Reports to find out what is working for you.
- Cost Per Reach Efficiency:** Good job! You are reaching your target audience at **\$1,371** less per thousand people in the audience than your competition. Check out the Media Reports to see where you are getting value for your media buy.
- Network Analysis:** Your media strategy is producing higher reach than your competitor. However, you are buying **42** more networks than your competitor. Simulmedia's Media Reports can help you to analyze which networks are working better for you to optimize your buys.

[Contact Our Experts](#)

You want to go beyond basic age and gender demographics and see how much more of a strategic audience your recent campaign reaches versus another brand's advertising efforts. Access Market Insights from the TV+ homepage.

## STEP 1

### Set up your Market Insights analysis

In this example, we're comparing two advertiser's ability to reach the strategic audience of "Adults 25-54, Frequency Domestic Travelers" for **My Tourism Board** (note that this is anonymized to protect the identity of the advertiser) January 2024 TV campaign versus the advertising campaign of another state tourism board (labeled "Tourism Board 1"):

## STEP 2

### Review your personalized recommendations

The recommendations section of the Market Insights Report provides a couple of valuable pieces of information and suggests the next steps. We recommend you review them for your particular analysis and contact our experts if you have any follow-up questions.

# STEP 3

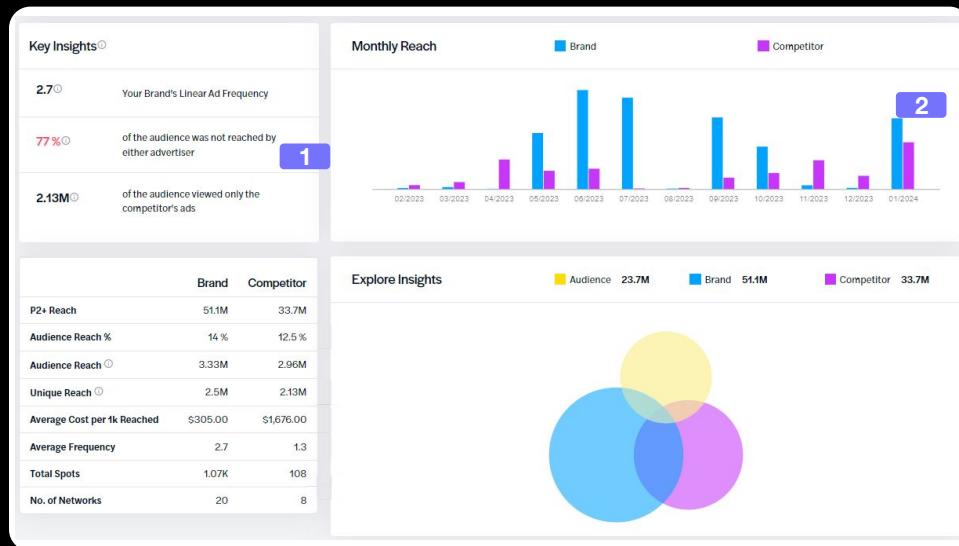
## Review some high-level insights

Let's examine the Market Insights dashboard to extract valuable insights! We'll save the best part for step 4.

- 1 The Key Insights area provides some of the most exciting KPIs derived from the comparison. There's still a good amount of work for both players:
  - 77% of the strategic audience remains unreached by either campaign.
  - Furthermore, the 2.13M viewers fit the strategic audience parameters that the competitor, **Tourism Board 1**, reaches but your campaign does not. We'll dig into how to find them later in the Guide.

- 2 The Monthly Reach chart shows the past 12 months of reach for the brand and a competitor. It shows an overview of each brand's peak spend season and relative volumes. In this example, **My Tourism Board** is the "Brand" and **Tourism Board 1** is the "Competitor."

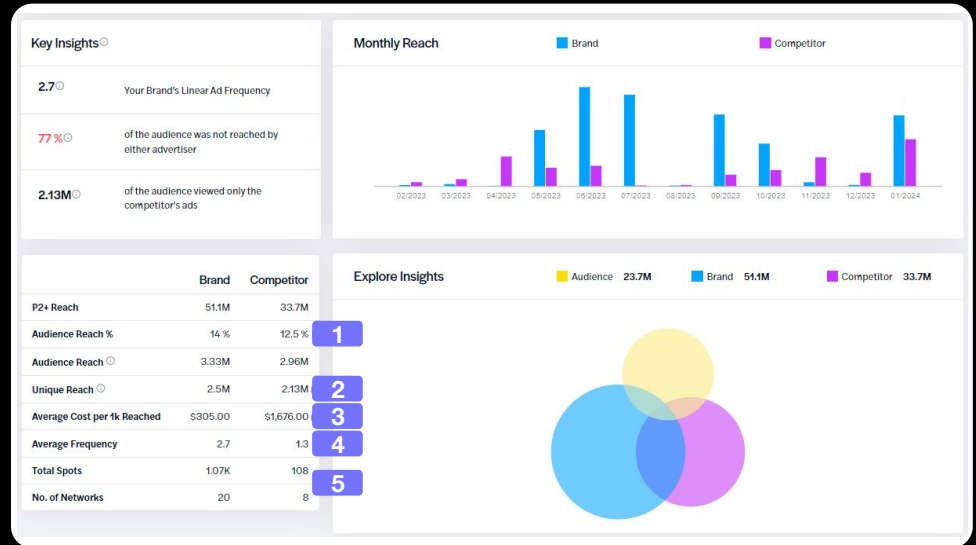
**Tourism Board 1** spent more during November and December 2023, while **My Tourism Board** decreased TV spend. But, along with us, they ramped up their campaigns in Jan 2024.



# STEP 4

## Inspect the dashboard to determine areas to improve against a competitor

- 1 Overall, in January 2024, **My Tourism Board** reached 14% of the strategic audience, compared to **Tourism Board 1**, which reached only 12.5%.
- 2 Most of **My Tourism Board's** strategic audience reach was unique – 2.5M of them, to be precise. **My Tourism Board** beat **Tourism Board 1's** reach by almost 400K.
- 3 **My Tourism Board** spends its media dollars far more efficiently than **Tourism Board 1** – each 1K reached carried an average cost of \$305 for the **My Tourism Board**. In comparison, **Tourism Board 1** spent an average of \$1,676 per 1K reached.
- 4 Both campaigns' frequencies appear in control and relatively efficient
- 5 Finally, **Tourism Board 1's** media plan seems to be far limited in size compared to **My Tourism Board**: 8 networks (versus 20 from **My Tourism Board**) with over 1,070 spots for **My Tourism Board**, while 108 for **Tourism Board 1**.

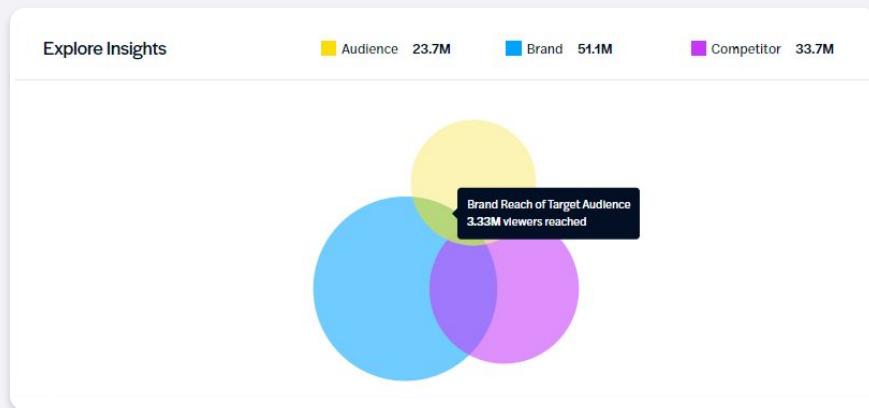


# STEP 4

## Interact with the Explore Insights Venn Diagram

Now for some fun visualization!

Graphically compare how much of the strategic audience you reached versus how much the competitor reached. The **Explore Insights** Venn Diagram lets you hover over areas to see where the opportunity lies. Hover over the various parts of the Venn Diagram to see how much of the strategic audience was reached jointly and exclusively by the two brands' January 2024 advertising campaign:



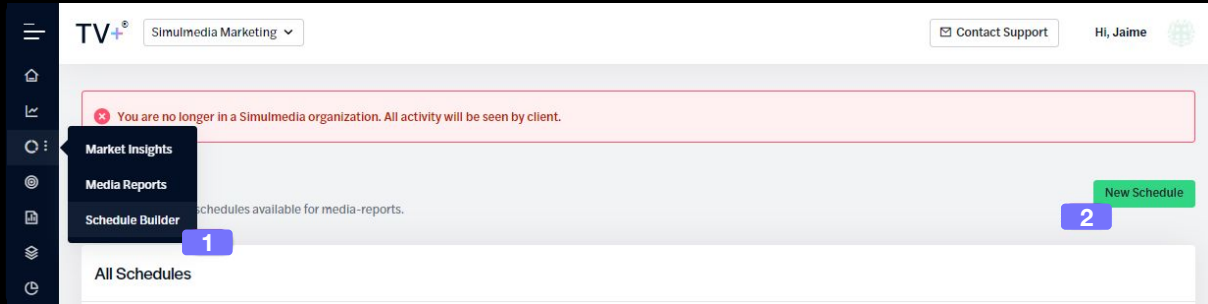
In the example above, **My Tourism Board** reached 3.33M, while **Tourism Board 1** only reached 2.96 M viewers.

# Comparing multiple competitors

## Set up multiple competitor views

To compare multiple competitors' campaign performance with your past campaign performance, you need to create a Schedule for your brand and each of your competitors' brands.

**TV+ Planning Insights sits on a Viewership Graph with billions of viewership data points, so building a Schedule allows TV+ to narrow down the range of analysis to a specific brand and date range.**



- 1 Hover over the Planning icon and select Schedule Builder
- 2 Click on "New Schedule" to create a schedule for your brand.



## In the New Schedule Interstitial:

- 3 Type in a unique schedule name that makes it easy to identify the brand name (we've anonymized it in this example)
- 4 Select a date range for the analysis. We recommend you choose a month or quarter. Take note of this date range, as you will have to use the same date range for your competitors' schedules for the analysis to make sense.
- 5 Type in the name of the Advertiser (don't worry – a dropdown of options will appear to help you narrow your selection). Alternatively, you may want to select a specific brand (so instead of selecting “Kimberly Clark” as the Advertiser, you can choose one of their brands, such as “Kleenex” or “Cottonelle.” You can leave the “Detailed Analysis” section blank – this is useful if you want to narrow your analysis to specific networks, genres, or programs, which we won't need for this exercise. We want to look at everyone's full media plans.
- 6 Click “Save” and you're done. Congratulations! You've created an analysis schedule for your brand.

The screenshot shows a 'New Schedule' form with the following fields and callouts:

- Schedule Name:** A text input field containing 'My Tourism Board' with callout 3.
- Date Range:** A date range selector showing '01/01/2024 to 01/31/2024' with callout 4.
- Schedule Components:** A section with a sub-header and a descriptive paragraph. It contains two columns of dropdown menus:
  - Broad Analysis:** Includes 'Advertisers' (callout 5), 'Brands', and 'Products' dropdowns.
  - Detailed Analysis:** Includes 'Networks', 'Programming Genres', and 'Programs' dropdowns.
- Buttons:** 'Cancel' and 'Save' buttons at the bottom right, with callout 6 pointing to the 'Save' button.

**Now, repeat the process for each competitor you want to analyze.**

Make sure you use the same Date Range for each!

New Schedule ×

Schedule Name

Date Range

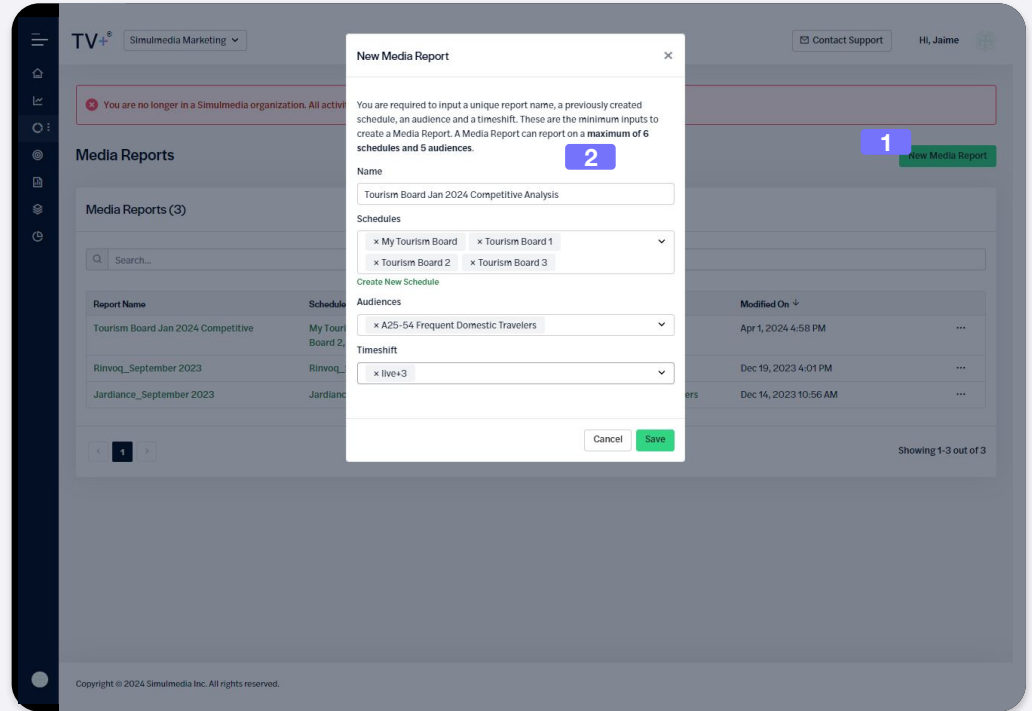
Schedule Components  
Schedules can be comprised of various pieces of data that will populate meaningful Media Reports. Choose which Schedule components will be of the most use to you and your analysis.

<b>Broad Analysis</b> <span>⊖</span>	<b>Detailed Analysis</b> <span>⊖</span>
<b>Advertisers</b> <input type="text" value="Select advertisers..."/>	<b>Networks</b> <input type="text" value="Select networks..."/>
<b>Brands</b> <input type="text" value="Select brands..."/>	<b>Programming Genres</b> <input type="text" value="Select programming genres..."/>
<b>Products</b> <input type="text" value="Select products..."/>	<b>Programs</b> <input type="text" value="Select programs..."/>

## Create a new Media Report

After building a similar schedule for each competitor you want to analyze, it's time to create a Media Report to gain some juicy competitive insights.

- 1 Go to Media Reports and click on “New Media Report.”
- 2 Name your Media Reports with something descriptive that will allow you to quickly identify the type of analysis and the period this analysis covers. Select all the relevant schedules you've created. Choose the relevant strategic audiences to analyze. For Timeshift, we recommend selecting “live +3” as a standard.



## Create a new Media Report

# Now sit back and grab a coffee—

TV+ takes about **15 minutes** to generate the Media Reports.

Once the reports are ready, **you'll be able to click on your Media Report.**

You are no longer in a Simulmedia organization. All activity will be seen by client.

### Media Reports

New Media Report

#### Media Reports (4)

Search...

	Schedule(s)	Audience(s)	Modified On	
Sample Tourism Board	My Tourism Board, Tourism Board 2	A25-54 Frequent Domestic Travelers	Apr 11, 2024 12:45 AM	...
Tourism Board Jan 2024 Competitive	My Tourism Board, Tourism Board 1, Tourism Board 2, Tourism Board 3	A25-54 Frequent Domestic Travelers	Apr 1, 2024 4:58 PM	...
Rinvoq_September 2023	Rinvoq_September 2023	Eczema Audience	Dec 19, 2023 4:01 PM	...
Jardiance_September 2023	Jardiance_September 2023	Diabetics and Food Preparing Caregivers	Dec 14, 2023 10:56 AM	...

Showing 1-4 out of 4

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## Compare multiple competitors side-by-side

**Schedule Analysis is the easiest way to compare a brand's TV campaign reach performance against two or more competitors**, and it's a good place to start your Media Reports journey. The Schedule Analysis provides data similar to the Market Insights tool, but this time, you can choose multiple competitors and audiences.



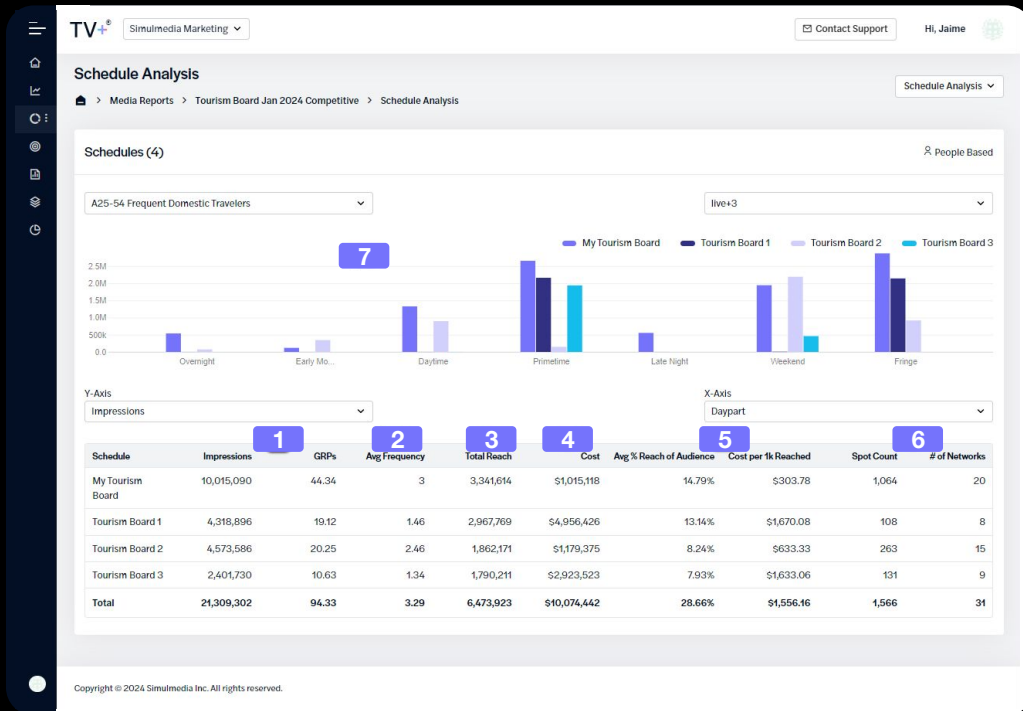
# WHAT TO LOOK OUT FOR:

**The Schedule Analysis is a useful way to compare important metrics between your campaign and competitors**, such as Total Reach (to compare campaigns' share of voice against the strategic audience), Cost, Cost per 1K Reached (to compare campaign efficiencies), spot count and # of networks (to compare the size and complexity of their media plans).

You can also see when competitors advertise by daypart and day of week, in case you want to find blue ocean opportunities (when your competitors' ads aren't airing) or hone in on times when your competitors' ads are airing (to neutralize their advertising).

As a general observation from looking at as many Schedules as we have, brands who diversify their buy often achieve more impressions and total reach while keeping their cost low (and therefore reaching more of their audience with more efficiency at a lower cost-per-reach).

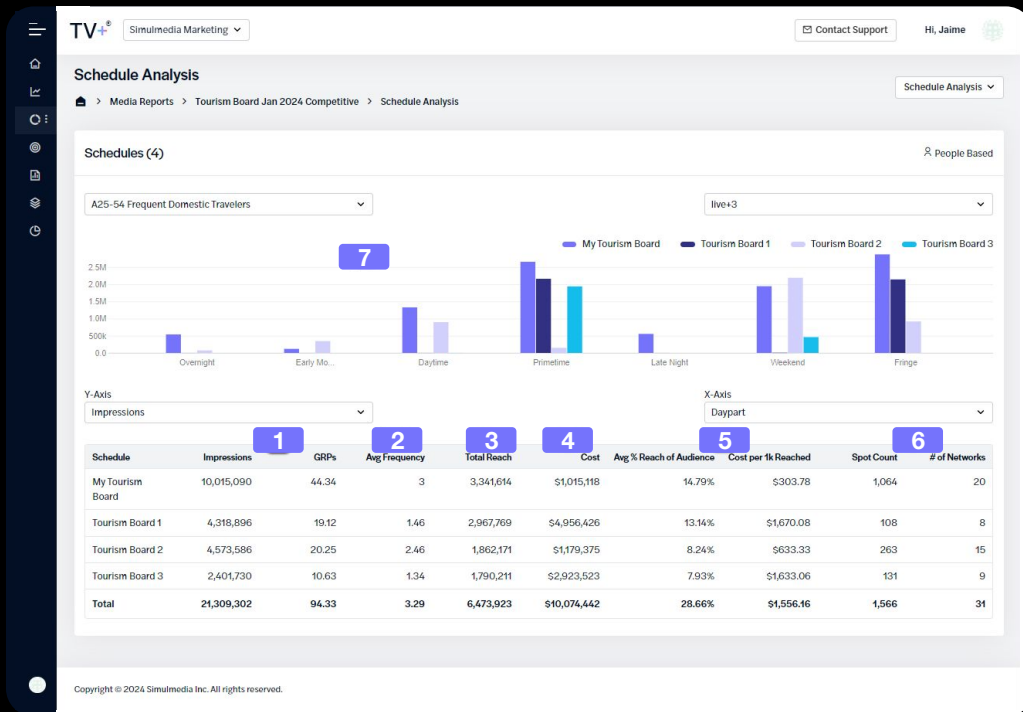
- 1 **My Tourism Board** delivered the highest number of impressions and GRPs for January.
- 2 To take a page out of media planning sage Erwin Ephron, getting your ad in front of prospective travelers at least once a week is good. With January having a little over four weeks, all the tourism boards are shy of hitting that once-a-week goal, but your brand is coming the closest at a monthly frequency of three.
- 3 TV advertising should aim to get the broadest possible reach for its strategic audience, and it looks like **My Tourism Board's** January campaign achieved the highest total reach. Great job!
- 4 Nielsen Ad-Intel supplies estimates for the cost of every placement in the campaign—we add them all up to generate an estimated cost for each campaign. Your campaign came in at the lowest cost despite generating the greatest reach. It sounds like your buy was very efficient!



**5** Your campaign reached 14.79% of the prospective “A25-54 frequent domestic traveler” audience—a higher percentage than all the other competing tourism boards. Even more importantly, your cost per 1K reached shows that your buy was the most efficient one—reaching more of the audience at the least cost possible. Tourism Board 3, on the other hand, spent more than 5x more, only to reach 7.93% of the target audience.

**6** Your campaign’s media plan targeted 1,064 spots across 20 networks – Tourism Board 2, in second place, hit 263 spots across 15 networks, resulting in a cost-efficiency that’s less efficient than yours (at \$633.33 cost per 1K reached), but still far more efficient than the other two tourism boards.

**7** You can toggle the different views of the graph on the top of the Schedule Insights tool. Let’s explore a couple of orientations:



# First, let's look at Reach by Daypart

**Tourism Board 1** achieves most of its reach (and its high cost-per-reach) in Primetime and Fringe, while **Tourism Board 3**'s reach is almost all from primetime. **Tourism Board 2** is achieving its reach mainly on the weekend and daytime, while **My Tourism Board's** reach is more spread out (it also looks like **My Tourism Board** is the only one investing in late night).

## What does this tell you?

From the Schedule Analysis, we know that **Tourism Board 1 and 3** are quite inefficient – their Cost per 1K Reached is over 5x more expensive than **My Tourism Board** – and now you know why. They've focused most of their spend on Primetime and Fringe. And though **Tourism Board 2's** efficiency is still less than **My Tourism Board**, it's interesting to note that they rely so little on Primetime to achieve their reach – so perhaps it makes sense to diversify more of our plan away from Primetime to other dayparts, such as Weekend and Daytime where **Tourism Board 2** is seeing significant reach success.





## Next, let's look at Reach by Daypart by Day of Week

Most of **Tourism Board 1 and 3's** reach comes in on Monday, while **Tourism Board 2's** reach comes through mostly on Saturday, Sunday, and Monday. **My Tourism Board** more evenly spreads out its impressions throughout the week. But if you're looking for opportunities to advertise when the competition isn't, **My Tourism Board** may want to allocate more during Tuesday to Friday, days when their competitors don't advertise as much.



# Finally, let's look at one more view: Cost per Ratings Point (CPRP) by Daypart

This chart orientation helps explain why your tourism board's campaign is ahead in the efficiency wars. You can see that **Tourism Boards 1 and 3** buys are far less efficient than yours, especially in primetime, daytime, and on weekends. **Tourism Board 2's** CPRP efficiency is quite comparable to yours in most dayparts, but their daytime buy is significantly less efficient. Now you know why you're winning.

Although **My Tourism Board's** January campaign performs better than competitors, we may still learn intriguing things if we dive deeper. We next look at the Network Reports.



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## Find networks delivering the most unduplicated reach for your competitors

Hop over to the Network Analysis. It provides a detailed breakdown of reach, frequency, GRP, audience index, and more by network.



▶ SIMULMEDIA®

## WHAT TO LOOK OUT FOR:

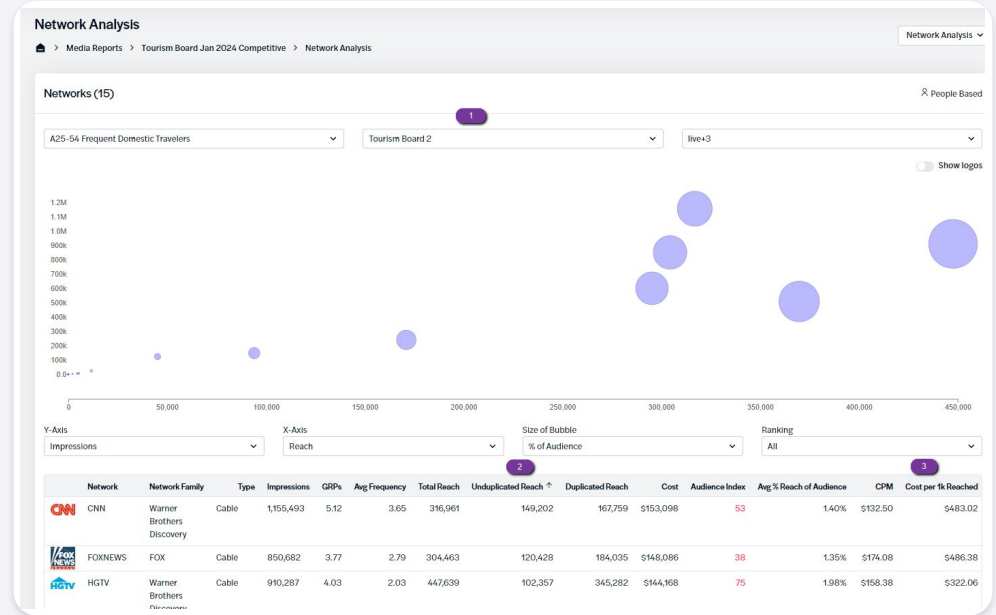
**The Network Analysis** is a great way to drill down on the specifics of competitors' media plans and find network opportunities that work well for them that you might want to consider for your media plan. You can also find the answer to many what-if scenarios:

*What if we advertise on network XYZ?*

Well, **you don't have to wonder** because maybe one of your competitors has done it – and you can assess whether that decision yielded them a more cost-efficient reach.

First, let's ignore the cool bubble chart at the top (we'll get back to making the most of this powerful visualization later).

- 1 Since **Tourism Board 2** seems to be doing better than the other two tourism boards, perhaps there is something we can learn from their media buy. Select **Tourism Board 2** from the dropdown.
- 2 Sort the table by Unduplicated Reach. You can scan the networks that yield the largest amount of unduplicated reach for **Tourism Board 2**. Are there any networks in which you don't currently advertise?
- 3 You can also quickly scan the Cost-per-1K-Reached column to identify the networks that deliver large numbers of unduplicated reach at lower-than-usual Cost-per-1K-Reached. This should give you some good candidates for networks to target for your next media buy.

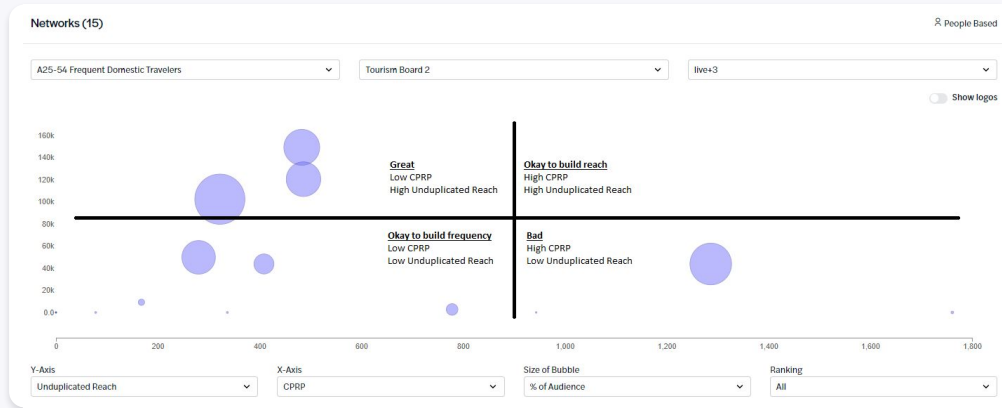


As you can see from the table above, the networks with high unduplicated reach also under-index on the target audience. The audience index, which most media planners use to build up their media plan, is a poor indicator of efficiency.

## Now, on to the powerful interactive bubble chart.

The bubble chart gives you a visual way to explore the network data of your or your competitors' TV campaigns. We recommend you split bubble charts into quadrants to delineate good from bad.

### Here are some orientations you should try:



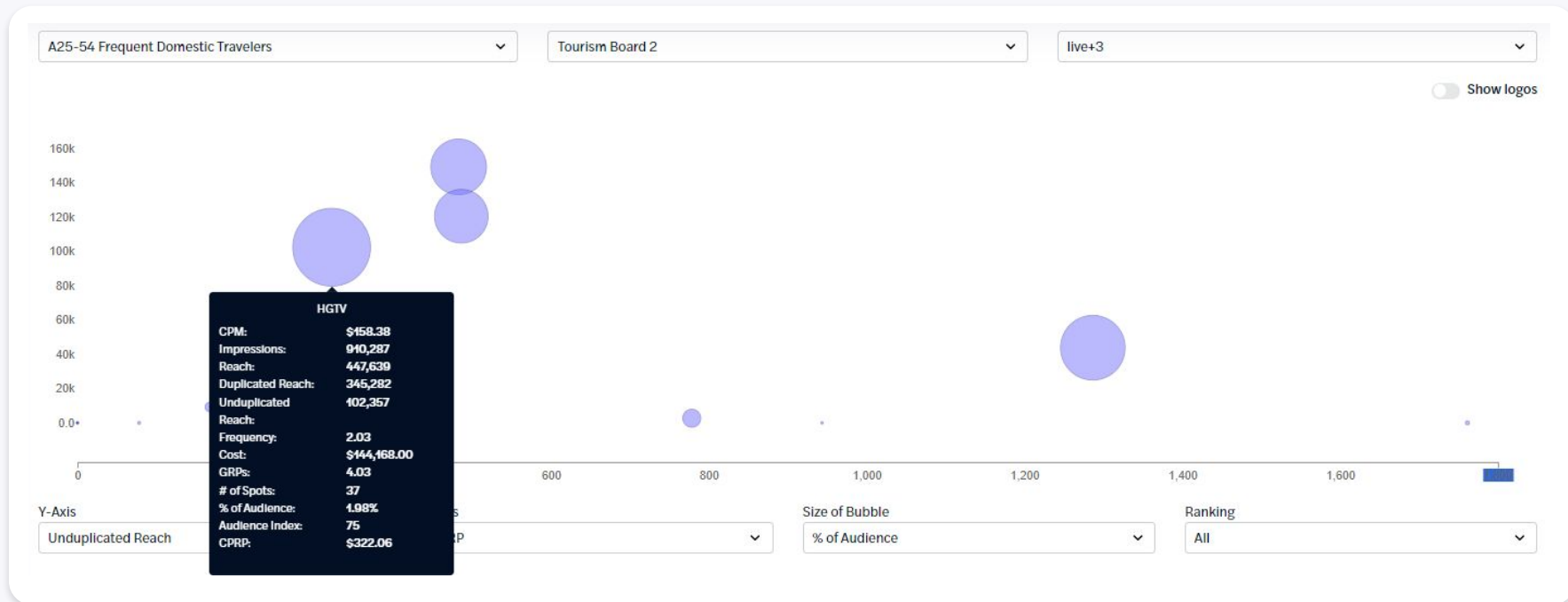
- **Y-axis:** Unduplicated Reach
- **X-axis:** CPRP
- **Bubble size:** % of Audience

As you can see from this orientation, **Tourism Board 2** has a few networks falling into the “Great” quadrant of low CPRP and high unduplicated reach. These would be great networks for you to target as well.

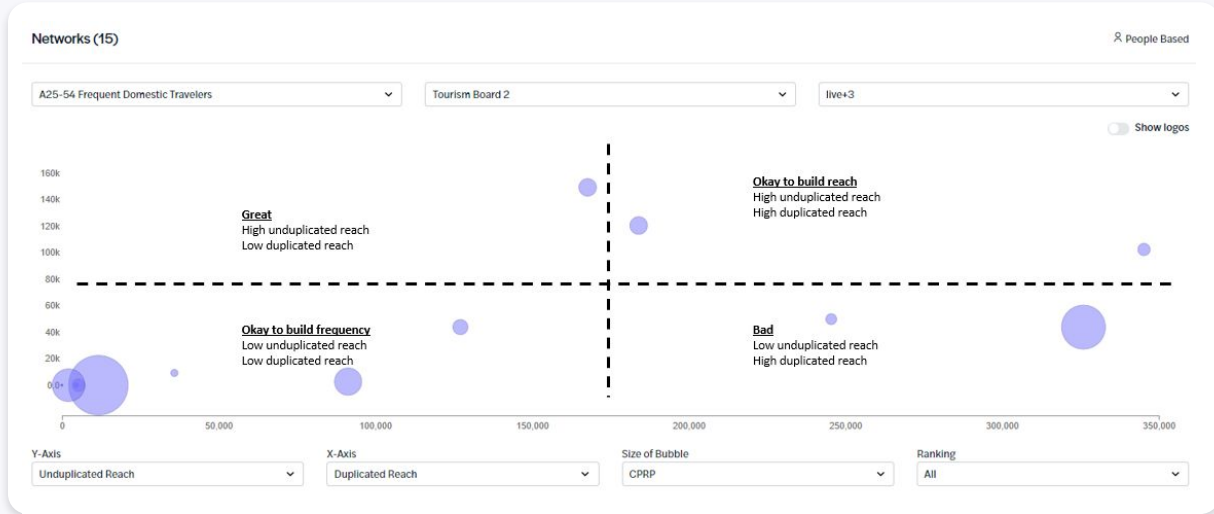
They’ve got a big bubble falling into the “Bad” quadrant of high CPRP and low unduplicated reach. Though the bubble size is big (meaning the network reaches a large % of the target audience), it is the portion of the buy that drives much of **Tourism Board 2’s** inefficiency. You might want to do a similar analysis on your campaign.

Finally, there are two “okay” quadrants – one representing high CPRP but also high unduplicated reach (none of their networks fall into that quadrant). Another “okay” quadrant represents low CPRP but low unduplicated reach – which might deliver some great candidates for building frequency (especially the larger bubbles).

You can hover over these bubbles to see which networks they represent.



## Here is another bubble chart orientation you can try:



- Y-axis: Unduplicated Reach
- X-axis: Duplicated Reach
- Size of Bubble: CPRP

## As always, split the bubble chart into quadrants.

To build reach, you'll want networks that fall in the "Great" quadrant, representing high unduplicated reach with low duplicated reach. **Tourism Board 2** has one network that falls into that quadrant. It has two bubbles falling into the "Bad" quadrant of low unduplicated reach and high duplicated reach. Because the size of the bubble represents CPRP, big bubbles are worse than small ones.

Two bubbles fall in the "Okay to build reach" quadrant, which represents high unduplicated reach and high duplicated reach. Both bubbles are small (meaning they've got low CPRPs) and are, therefore, decent investments. However, the bubble on the left side of the quadrant has significantly less duplicated reach and more unduplicated reach and is thus the more attractive network of the two.

Several bubbles fall in the "Okay to build frequency" quadrant, which represents low unduplicated reach and low duplicated reach. The bubbles' size (smaller is better) and proximity to the top of the quadrant allow you to assess the most attractive network opportunities selectively.



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## Identifying a competitor's most attractive programs

The most detailed Media Report is the Program Analysis, which gives you program-level insights into the performance of each program in your media plan or your competitors'.

## WHAT TO LOOK OUT FOR:

Program Analysis gives you the most granular level of insight into the reach of individual programs. It's sometimes a great way to spot content buy or scatter opportunities that look attractive in your campaign or your competitors' campaigns.



1 After you've selected which competitor to analyze (we've chosen **Tourist Board 2**), you can sort the programs by Total Reach to see which programs are delivering the most reach for them. However, looking at reach alone is insufficient – it's important to look at the cost column to see how much they are paying for that reach.

2 One interesting column here is the Audience Index column. A green Audience Index means that your target audience represents a larger % of the program's viewing audience than the overall population. A red Audience Index means the opposite: that your target audience represents a smaller % of the program's viewing audience compared to the overall population. Examples:

- So, if your target audience of "A25-54 Frequent Domestic Travelers" represents 6% of the total population, and 12% of a program's viewers belong to your target audience, the program would receive a green Audience Index of "200".
- If only 3% of a program's viewers belong to your target audience, the program will receive a red Audience Index of "50".

Program Analysis

Media Reports > Tourism Board Jan 2024 Competitive > Program Analysis

Programs (112)

A25-54 Frequent Domestic Travelers | Tourist Board 2 | live+3

Network	Program	Daypart	Day of Week	Total Reach ↑	Cost	Audience Index	Avg % Reach of Audience	Spot Count
ESPN2	College Football	Daytime	Monday	231,844	\$236,065.00	90	1%	2
CNN	CNN Republican Debate: Des Moines, Iowa	Primetime	Wednesday	100,600	\$11,938.00	67	0.43%	1
ESPN	College Basketball	Weekend	Saturday	79,986	\$23,299.67	107	0.35%	3
NBC	High School Football	Weekend	Saturday	73,040	\$36,600.00	104	0.32%	2
HGTV	Love It or List It	Fringe	Monday	63,813	\$3,534.00	160	0.28%	2
FOOD	Mary Makes It Easy	Weekend	Sunday	41,962	\$4,935.00	95	0.18%	2
HGTV	Fixer to Fabulous	Weekend	Sunday	37,375	\$4,306.00	95	0.16%	1
HGTV	Help! I Wrecked My House	Weekend	Saturday	36,985	\$4,229.00	85	0.16%	1
HGTV	My Lottery Dream Home	Fringe	Friday	36,811	\$5,016.00	133	0.16%	1
HGTV	My Lottery Dream Home	Fringe	Monday	35,251	\$6,192.00	97	0.15%	3
CNN	The Lead With Jake Tapper	Fringe	Thursday	34,954	\$4,429.00	74	0.15%	2
HGTV	Why the Heck Did I Buy This House?	Primetime	Tuesday	34,051	\$3,906.00	61	0.15%	1

**Many media planners use the heuristic that the higher the Audience Index, the better for the media plan.**

We've long posited that this is a bad way to plan because it does not take the cost-per-reach into account, and you may end up with a program with a high audience Index but extremely high cost-per-reach, leading to an inefficient media plan (if you want to learn more about this topic, **we highly recommend you read our [Audience-based Planning vs Index-based Planning eBook](#)**)



# First, export the Media Reports from the main Media Reports menu.

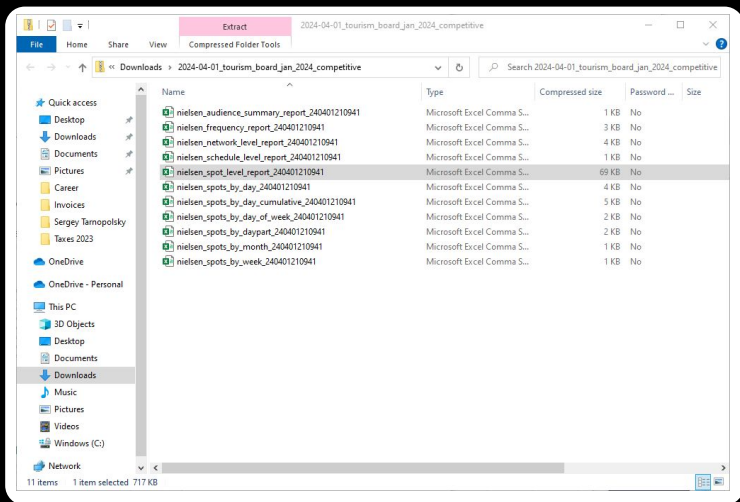
To calculate the cost-per-1K-reached per program, you can export the Program Report into an Excel spreadsheet and perform an easy calculation.

Media Reports (50)

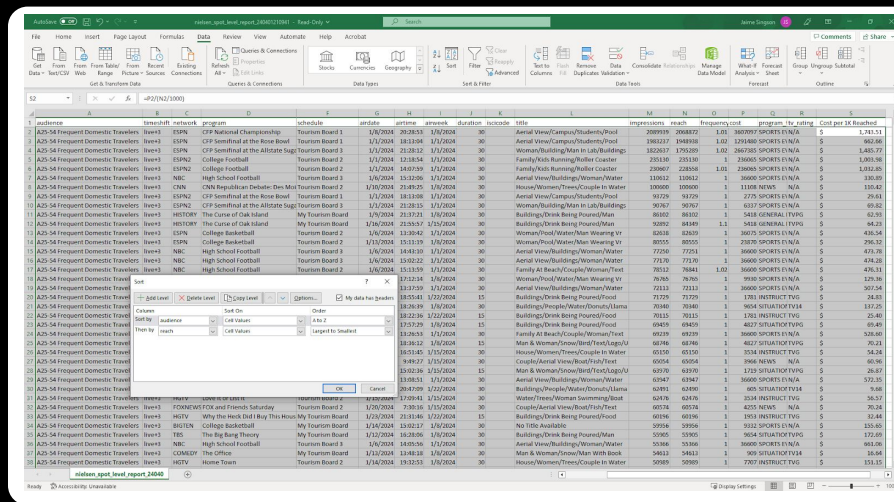
Q Search...

Report Name	Schedule(s)	Audience(s)	Modified On ↓	
Peter Millar	Peter Millar 4q'23-YTD'24	A25+	Apr 11, 2024 2:15 PM	...
Lybalvi 2024	Lybalvi February 2024	A25-64 Bipolar or Depression	Mar 18, 2024 10:21 AM	Download Recompute Edit Clone Delete
Panda Express	Panda 4Q'23	Panda Express	Mar 11, 2024 1:56 PM	
Kubota 4Q 2023	Kubota 4Q 2022, Kubota 4Q 2023	A25-54 - High HHI and Outdoorsy, A25-54	Mar 7, 2024 1:50 PM	
Kubota Q1	Kubota Q1 2022, Kubota Q1 2023	A35-64	Mar 7, 2024 12:36 PM	
Quay 2023	Quay 2023	W18-34	Feb 22, 2024 5:02 PM	...
A21-54 Investors (SEC)	Calendar Year 2023	A21-54 Investors	Feb 21, 2024 2:10 PM	...

# Open the “Nielsen Spot Level Report”



Then, create a new Cost-per-1K-Reached column and enter the calculation: “=Cost/(Reach/1000)”. Sort by Audience (you want to group all the audience rows representing your target audience), then sort by Reach from largest to smallest. Programs with large reach but low Cost-Per-1K-Reached are attractive programs to target.



**We hope this guide has equipped you with the tools and knowledge to elevate your TV advertising strategy.**

**With TV+ Planning Insights,** you can access advanced audience insights, competitive benchmarking, and data-driven media planning capabilities that empower you to make informed decisions and drive success in your TV campaigns.



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by [creating an account and starting your exploration journey.](#)

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