

NBCU Disrupts the Industry with Outcome-Based Currency

Connecting TV to Business Outcomes

Challenge

NBCU needed an ongoing methodology to demonstrate the effectiveness of their Audience Studio platform in driving measurable results through advanced TV targeting.

Solution

iSpot tracks how TV campaigns drive web traffic, enabling NBCU's advertisers to measure ROI with digital-like granularity and accuracy. By comparing the performance of spots placed using advanced targeting to spots placed strictly on an age/gender basis, NBCU can prove their Audience Studio data and optimization capabilities deliver positive results to TV advertisers.

The Results Are In!

Using iSpot's performance analytics, NBCU was able to prove that advanced TV targeting drove statistically significant lift in web traffic for a top luxury automaker.

NBCU's advanced targeting drove significant conversion lift compared to the national average for the campaign across all programs.

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“Simply put, we are creating a new currency for TV measurement based on real business outcomes with this integration.”

Brian Norris

SVP, Audience Studio
Sales, NBCU

↑ **40%**

lift vs. 7-day average

↑ **47%**

lift vs. 14-day average

↑ **50%**

lift vs. 30-day average