

Discover the Impact of Your TV Ad Campaigns to Your Marketing Segments

Segment Conversion from iSpot enables you to see which of your first party segments responds best to your TV ad campaigns. iSpot attributes TV ad impressions through iSpot TV Conversion and then overlays your provided customer segments enabling you to determine and optimize TV ad performance.

#	Segment Category	Total Population Impression	Total Conversion Events	Conversion Rate
1	Top 25% Data Users	3,778,287	41,680	1.10%
2	Top 26-75% Corporate Users	4,083,955	29,137	0.71%
3	Top 25% Friends and Family Plan	3,588,046	27,926	0.51%



Seamlessly connect your first party segments into iSpot using a supported Identity Resolution Service, Data Management Platform or using your own data source.



Identify which target segments are responding to your TV advertising campaigns best and make data-driven decisions on how to optimize your customer journey through TV.



Seamlessly apply your digital campaign segments to TV and learn where digital and TV advertising converge. Granularly measure business outcome success against your target customers.



Expose the Return On Advertising Spend from TV against your target segments with confidence, gaining insight into the power of your TV advertising investment.

With iSpot, you can now take your marketing segments used for digital campaigns and apply them to measure TV conversion, a first in the industry. You supply your targeted segments through your existing DMP and iSpot overlays them in real-time to a panel of 8+ million Smart TVs and the best ad catalog available in the industry. When combined, you gain unmatched insight into which of *your* segments are converting best with TV, gain a deeper understanding on the impact of TV to the customer journey, and where TV and digital campaigns are working better together.

In addition to **Segment Conversion**, iSpot can provide **Segment Reach Recommendations** that advises where and when to initiate, maintain and increase TV advertising spend. For more information on how iSpot can help you achieve your business outcomes please contact your Customer Success Manager.