Reach granular TV audiences across digital to strategically amplify campaign exposure

OVERVIEW
Comscore Activation™ provides a rich set of granular TV audience segments that help marketers and media companies more effectively reach consumers across digital platforms based on their TV viewing behavior. Powered by Comscore’s expansive TV footprint, these segments help clients build on TV advertising with strategic digital follow-up, reach viewers of specific series and telecasts, and improve competitive share of voice by targeting competitors’ audiences.

AVAILABLE SEGMENTS

<table>
<thead>
<tr>
<th>Networks</th>
<th>Genres</th>
<th>Dayparts</th>
<th>Personas</th>
<th>Programs</th>
<th>Ad Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Network</td>
<td>Sports</td>
<td>Weekday, Daytime</td>
<td>Award Show Fan</td>
<td>This Is Us</td>
<td>Car Brand Insurance</td>
</tr>
</tbody>
</table>

WHY COMSCORE?
Compared to other solutions in the market that rely on Smart TV or Automatic Content Recognition (ACR) data, Comscore’s TV Segments provide key advantages:

<table>
<thead>
<tr>
<th>COMSCORE TV ACTIVATION</th>
<th>SMART TV OR ACR-POWERED SOLUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Data Sources</td>
<td>Multiple data sources prevent any singular bias or data volatility</td>
</tr>
<tr>
<td>Measurement Footprint</td>
<td>An expansive footprint, the largest in the industry, covers 99% of U.S. ZIP Codes</td>
</tr>
<tr>
<td>Audience Representation</td>
<td>Representative data ensures segments do not skew towards affluent households</td>
</tr>
<tr>
<td>Data Hygiene Practices</td>
<td>Stringent data hygiene practices are applied to our ratings solutions to ensure quality</td>
</tr>
</tbody>
</table>

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TV Segments

TV ACTIVATION STRATEGIES

DIGITAL EXTENSION
Re-target audiences exposed to your TV ads to drive incremental frequency.

COST EFFICIENCY
Reach high-value personas on digital as an alternative to expensive TV sponsorships.

COMPETITOR CONQUESTING
Target viewers of competitors’ TV ads to win new business and improve share of voice.

CHANNEL ENHANCEMENT
Identify viewers of retail store ads where your goods are available to drive increased sales.

PROVEN RESULTS

Challenge: A leading auto brand seeking to improve lead generation with a cross-platform campaign used Comscore’s segments to strategically reach their TV audiences across digital with a unified, impactful message.

Results: Qualified leads received via the auto brand’s website improved by 73% on top of in-market targeting alone, and the brand reduced their cost per lead by 46%.

CONVERSIONS ON AUTO BRAND WEBSITE

Before | After
--- | ---
COMSCORE SEGMENTS | +73%
IN-MARKET TARGETING | IN-MARKET TARGETING

Challenge: A leading network looking to drive greater content engagement and tune-in used Comscore’s segments to reach audiences who watch a specific sport.

Results: Average tune-in grew by 24.4% among groups exposed to the network’s campaign, and average time spent viewing grew by 25% among the same group.

AVERAGE TUNE-IN

Non-Exposed | Exposed
--- | ---
20.5% | 25.5%
+24.4%

HOW IT WORKS

1. First, we create the largest single-source cross-platform dataset by matching deterministic set-top box (STB) data with our digital data in a privacy-compliant manner.

2. Within this dataset, we identify households exposed to the target viewing criteria as a seed set, utilizing that info with thousands of other potential attributes to create sophisticated statistical models.

3. We then leverage these models to score digital IDs – that are synced with leading Data Management Platforms (DMPs) and Demand Side Platforms (DSPs) – based on TV viewership behaviors.

Comscore passively measures linear TV viewing across 65 million TVs in more than 30 million households, using this data to provision our segments:

Ready to learn more?
To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.