



TV and Web, Working Together

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IT IS WELL ACCEPTED IN the industry that all media are additive. Adding a second medium not only increases reach, it increases frequency against the first medium. In addition to increasing frequency across the board, adding a second medium makes the first medium more effective. We see this in the online marketplace through increases in click-through rates, view-through rates and other factors. It always happens.

Recent studies have shown that, while search gets a big piece of the interactive media pie (+- 40% at last count), it would not work as well if underlying Web campaigns were pulled. In these cases, even if the underlying Web campaign did not prove to be efficient from an ROI standpoint, they support the efficiency of the search ROI. When the Web campaign is pulled, the search effort does not perform as well.

This has led the industry to put out a call for more research on the various touchpoints that a consumer sees in a Web campaign. We call this multiple attribution protocol or MAP. Companies like Atlas DMT and DoubleClick are actively developing tools that will permit us to see not just the click but all of the exposures that a consumer got before clicking. This will enable us to create algorithms that will properly credit all interactive media, even if they are not the last click or view-through prior to a sale or other action.

From a branding standpoint, a recent study by Marketing Evolution in 2006 for Magazine Publishers of America (which obviously showed the benefits in adding consumer magazines to the mix) also showed some very interesting data points for Web/TV combinations. With TV alone indexing at 100, brand awareness increased to 138 when online was added to TV in the mix. This increase was the average across an aggregate of 20 studies, 10 of which had sufficient sample size to examine each combination of media.

Clearly, where affordable for a client, a media mix is beneficial and the addition of Web activity to TV activity can increase both awareness and sales.

We're always looking for more information on this topic. If you have studies, anecdotes or other information, send them to the blog below (or drop me a line at smith@mediasmith.com), and maybe we'll feature them in a future Metrics Insider.



About the Author

David L. Smith, CEO of Mediasmith, is an internationally known expert in the areas of new media application, media strategy, media planning and metrics, and has a number of awards to his name including an Effie and an ad:tech Individual Achievement award. Trained in the major agency media department environment, he has been in the independent media service field since 1978 when he founded Mediasmith. Smith is a pioneer in the application of computers in media, deployment of interactive advertising and media metrics. His experience ranges from participating in the creation and early usage of the first generation of advertising technology (housekeeping systems, data sources) to the current issues facing the use of metrics in the digital marketplace. He has been at the forefront of new metrics applications, with major involvement on the AAAAs, ARF, OPA and IAB national committees working to establish and refine standards in metrics, business practices and financial issues for interactive advertising. Smith has also contributed his knowledge through articles and interviews in an extensive range of media over the past two decades. He is a regular speaker at Industry events including iMedia, @d:tech, OMMA and others and writes regularly for a number of industry publications and Web sites including iMediaConnection and MediaPost. His advisory board involvement includes OPA, IAB, comScore/Media Metrix, AdEx and a number of start-up private companies. A University of Washington graduate, Smith is married with a seventeen-year-old son; plays guitar; and is a gourmet Chinese cook. You'll find him at the office early most mornings unless he is traveling with his family.

About Mediasmith

Mediasmith is a recognized leader in digital media planning and buying. We specialize in the integration of traditional and digital media, media consulting, search, and audience development with a rapidly growing practice in emerging technologies and their applications. We architect plans across all media, in all markets, in virtually all product categories utilizing the right combination of media options to help our clients grow in the increasingly fractured media environment; from planning and buying, to tracking, optimization, and reporting of ROI on all media efforts. Mediasmith remains dedicated to the evolution and standardization of digital media practices. As committed innovators, we test the latest in metrics and analytics, providing solutions that enable us to act as a catalyst for our clients' media innovations.