



THE POWER OF CONTENT TO DRIVE ROI





Phase 1 Summary:

CROSS-CHANNEL ADVERTISING ATTRIBUTION

**THE
HALO
FACTOR**

Multiplatform TV drives an ROI halo, usually attributed to digital



+10%

**MULTIPLATFORM
TV ROI**

**DIGITAL
ROI**



-18%

Source: Accenture whitepaper. Digital includes Paid Search, Display and Short-Form Video Advertising.



Phase 2 Summary:

EXPLORE KEY ROI DRIVERS IN MULTIPLATFORM TV

- ◆ What aspects of programming positively impact ROI?
- ◆ To what extent do linear TV ratings determine ROI?
- ◆ To what extent does social activity correlate with ROI?

PHASE 2 SCOPE

\$25B in Marketing Spend

26 National Brands

Real Media Schedules

Real Sales across 3 Years

nielsen  NIELSEN SOCIAL  EmotionalDNA™ 



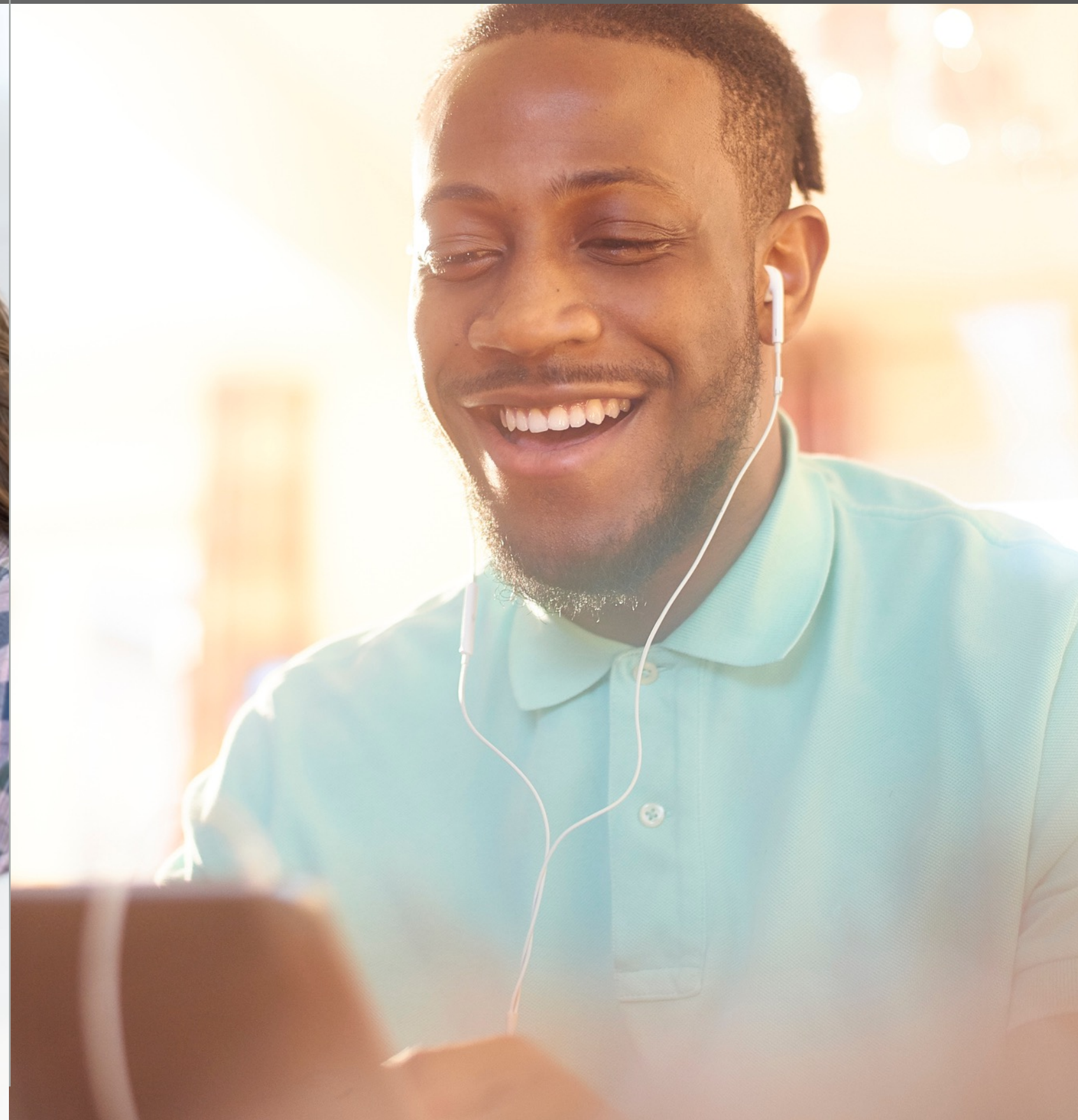
Phase 2 Results:

3 KEY DRIVERS FOR SALES ROI

1 AUDIENCE SIZE



2 CONSUMER COMMITMENT TO CONTENT



3 CONSUMER PERCEPTIONS OF CONTENT QUALITY



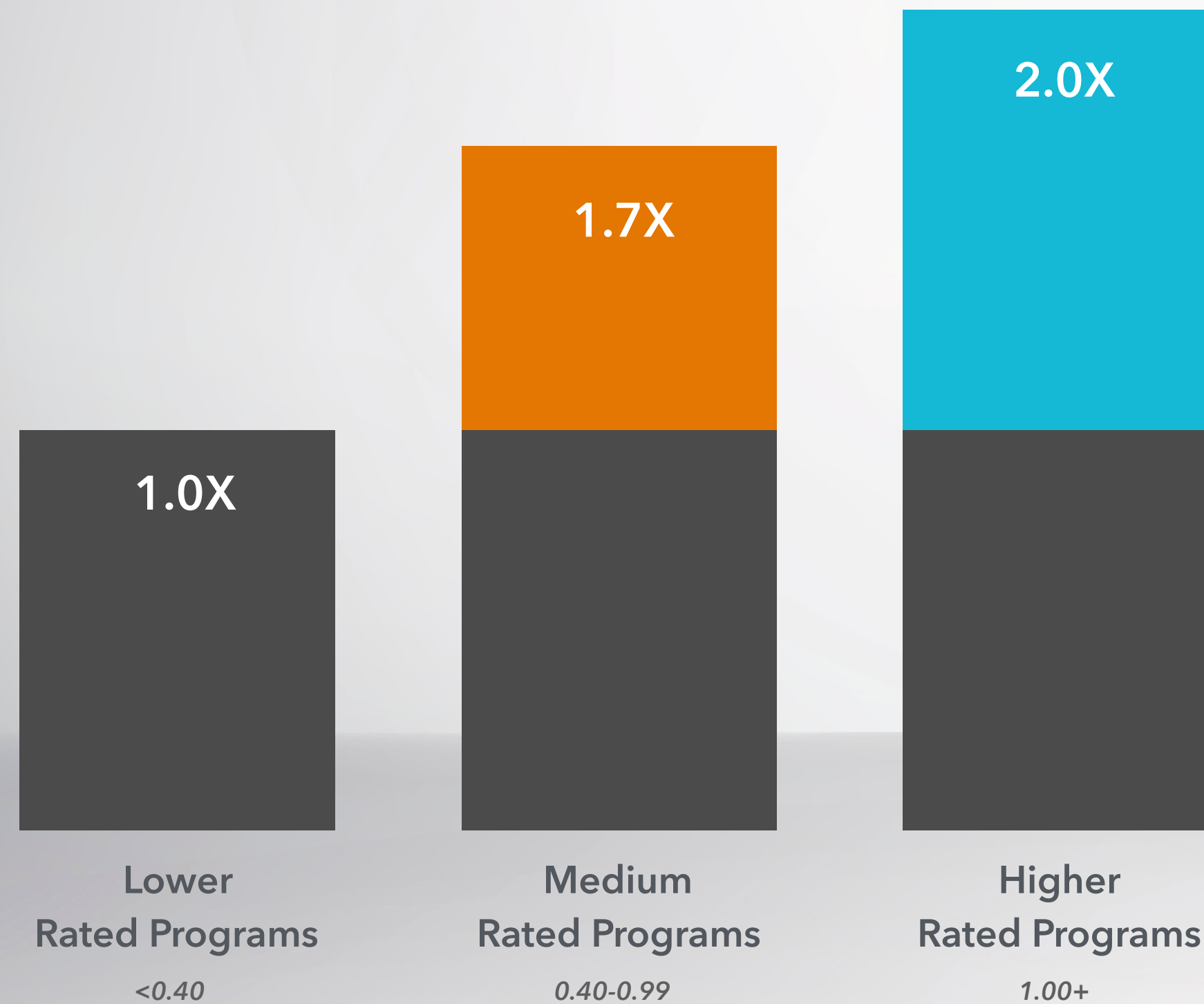


Ads Yield 2x the Return in Higher-Rated Programs with **SALES EXCEEDING COST INCREASES**

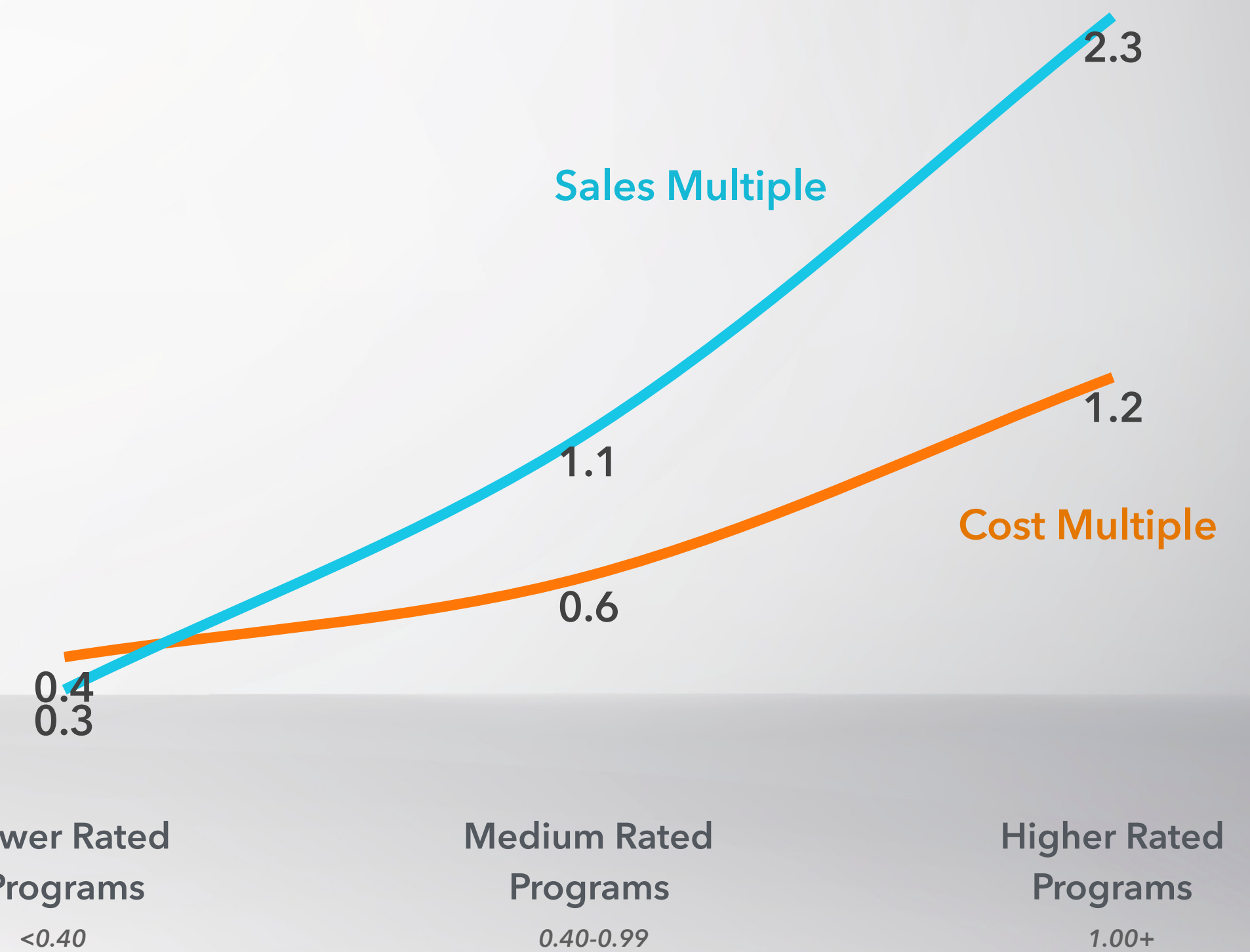
Higher-rated programs deliver double the ROI of lower-rated programs

While CPM does increase with higher-rated programs, sales impact increases faster

RELATIVE ROI BASED ON PROGRAM'S C7 RATING



RANGE OF PROGRAM RATINGS ON A18+, C7

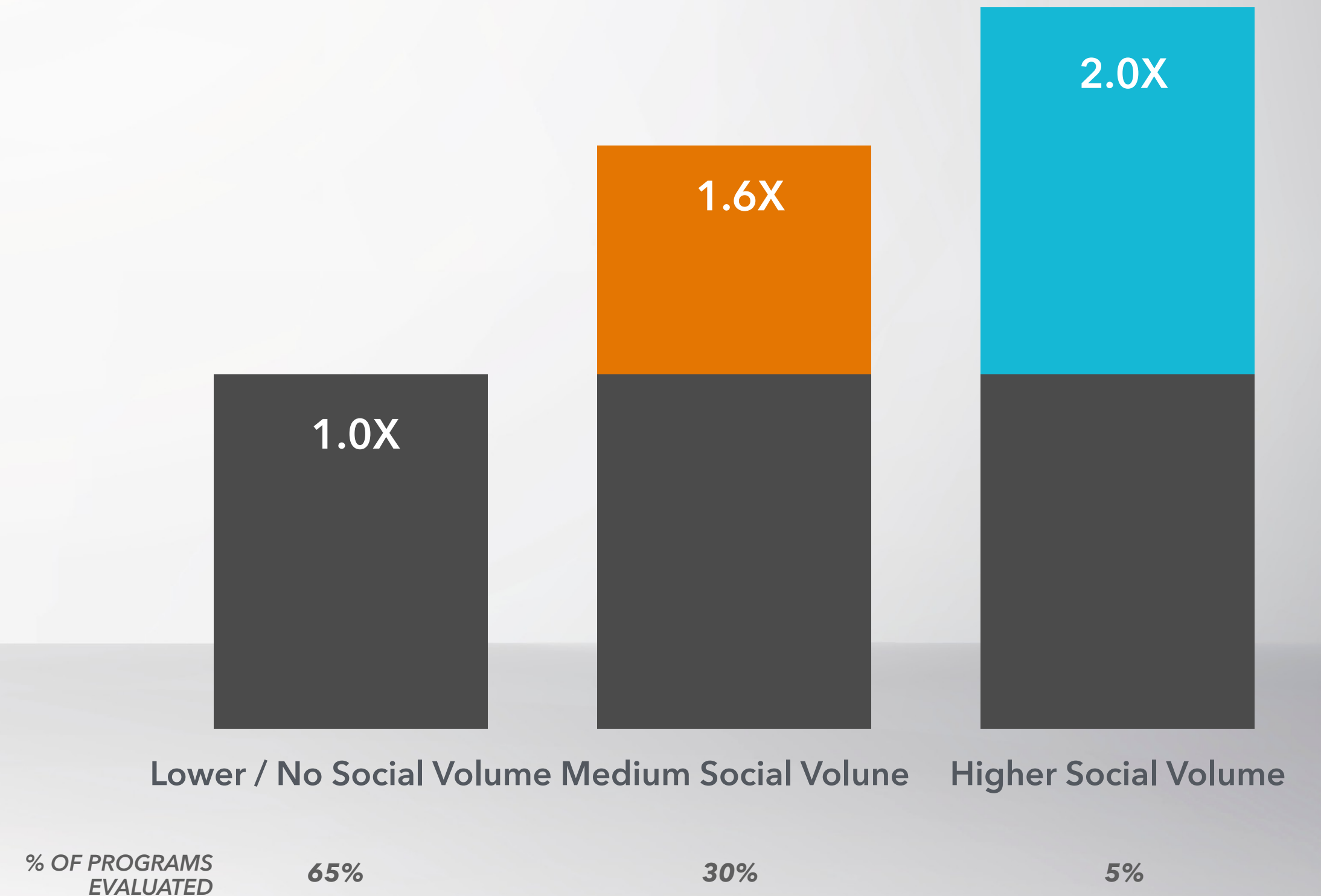
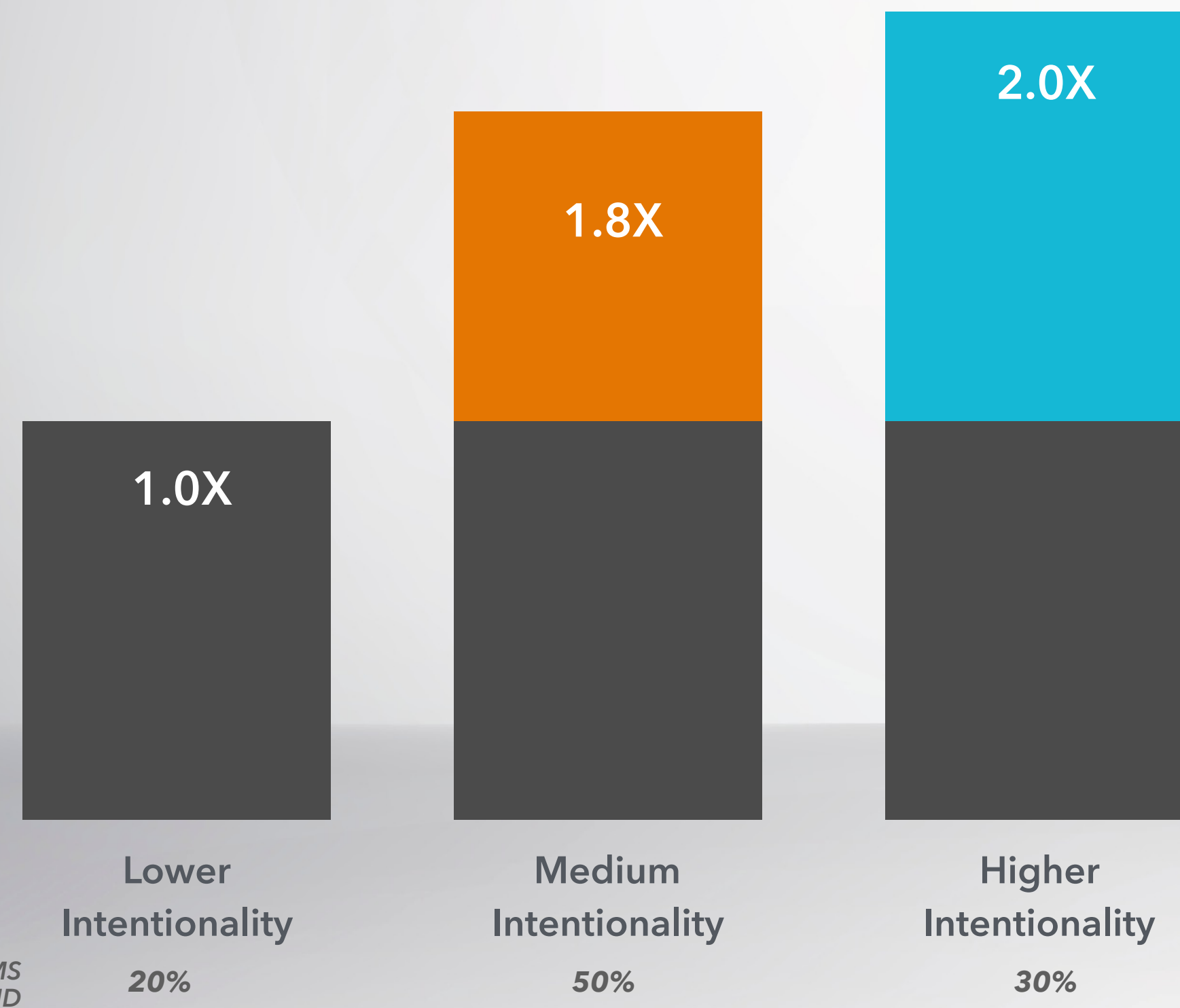




Programs that Viewers Prioritize Watching & Tweet about **YIELD HIGHER ROI**

ROI based on Viewer Intentionality
measured using Magid Intentionality

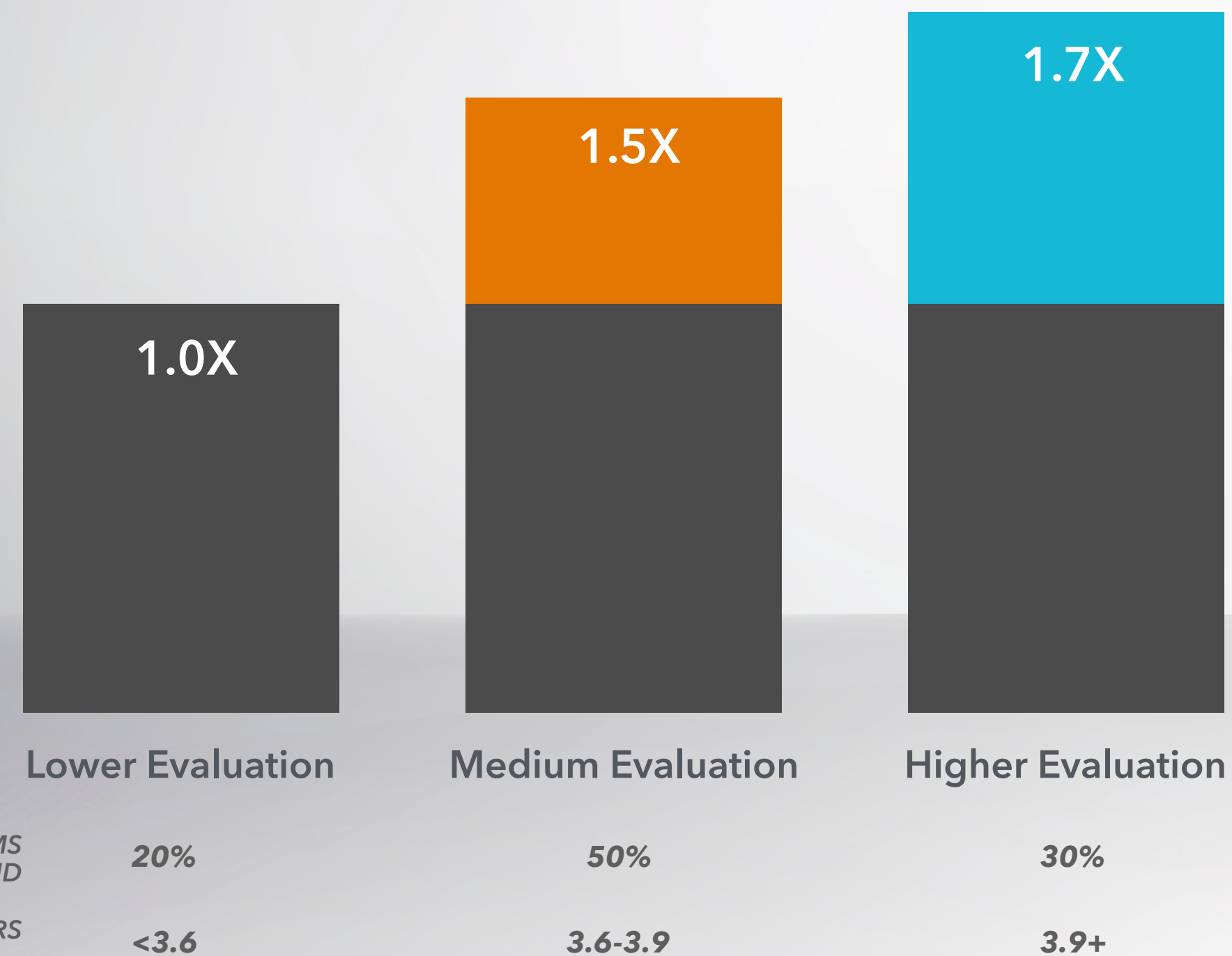
ROI based on Social Engagement Score measured
as volume of tweets normalized for audience scale





Programs that Earn High Marks Drive ROI Lifts **AS MUCH AS 1.5X OR MORE**

ROI based on Program Evaluations
of A18+ using Magid Evaluations

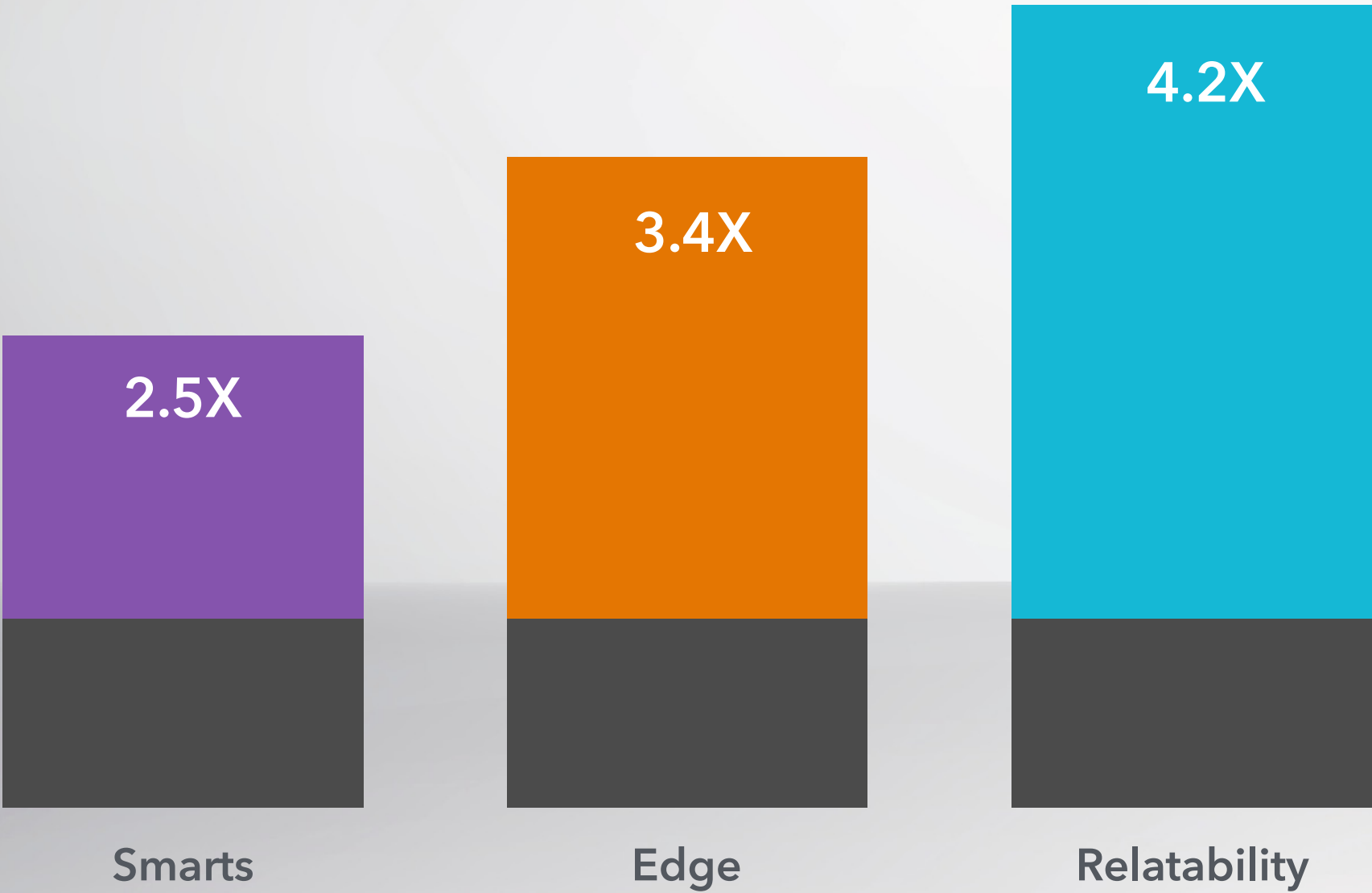




Content with Strong Emotional Signatures **DRIVE HIGHER ROI**



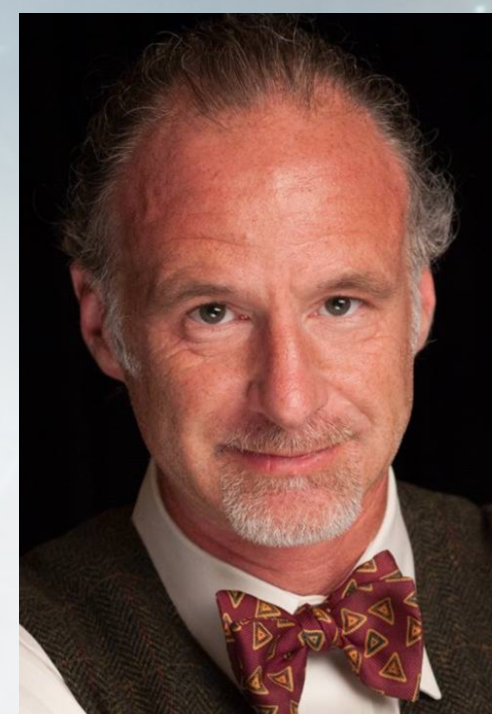
ROI based on Emotional Dimensions measured using
Magid Emotional DNA Signature Dimensions



SMARTS	  
EDGE	  
RELATABILITY	  



CINDY DAVIS



CRAIG MACDONALD



For more information on
Disney-ABC's attribution
work please visit:

