



Measuring Marketing Effect

Understanding the impact of linear TV advertising
on a digital-centric business, hipages.

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Our experienced team have built models across a variety of sectors



Karen Halligan

Diploma Honours Marketing

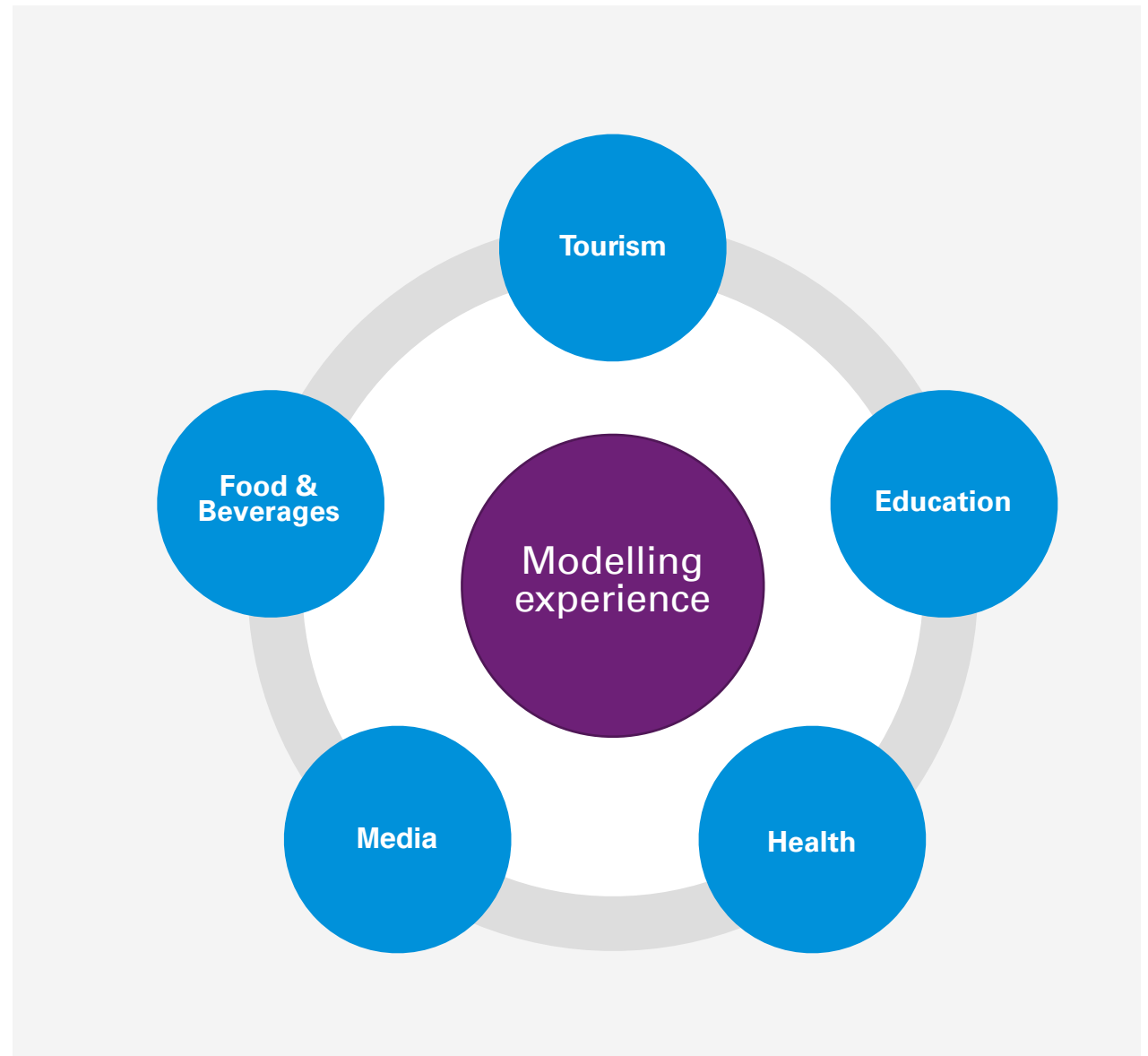
- ✓ Marketing and brand experience
- ✓ Media agency, publisher and client experience
- ✓ Marketing Mix Modelling



Chris Schiling

(PhD Health Economics)

- ✓ Econometric modelling and analysis
- ✓ Computable general equilibrium modelling
- ✓ Marketing Mix Modelling





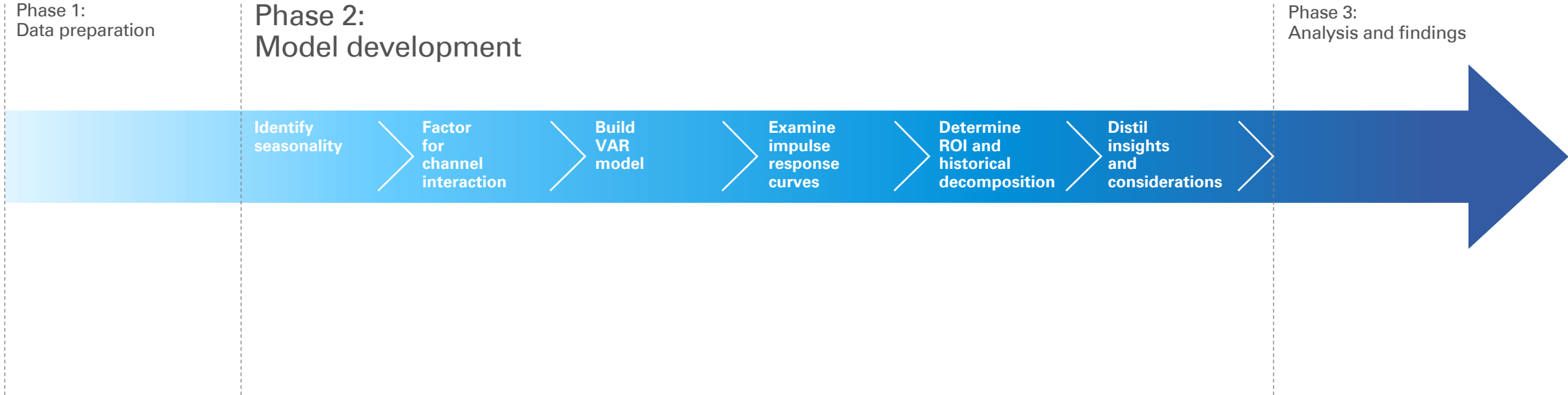
ThinkTV approached KPMG to develop a Marketing Mix Model to offer greater visibility into the effectiveness of hipages' marketing activities





We applied a 3-stage approach to Marketing Mix Modelling that included continual refinement to account for seasonality and channel interaction

Marketing Mix Modelling is a statistical analysis of a primary outcome, for example leads or sales, and marketing data to estimate the historic and future impact of various marketing tactics



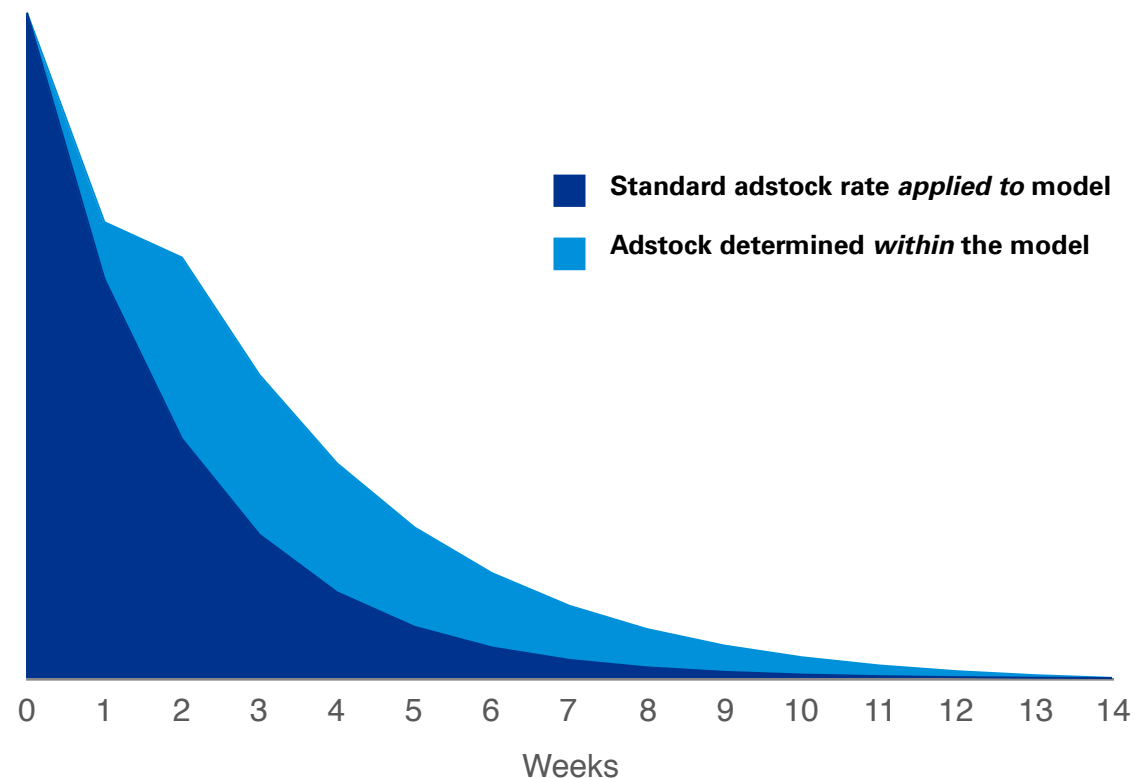
Limitations		
The findings may be impacted by limitations in the data inputs, including the campaign duration, data frequency and geographic variation.	Where media had been provided free of charge, a monetary amount was assigned at fair market value, as agreed with hipages.	The findings are representative of hipages only, and cannot be interpreted as a guide for other advertisers due to the variable nature of media.



TV's residual impact over time was derived within the model

The impact of TV increased c. 50% when adstock was *derived within* the model compared to when a fixed adstock rate was *applied to* the model

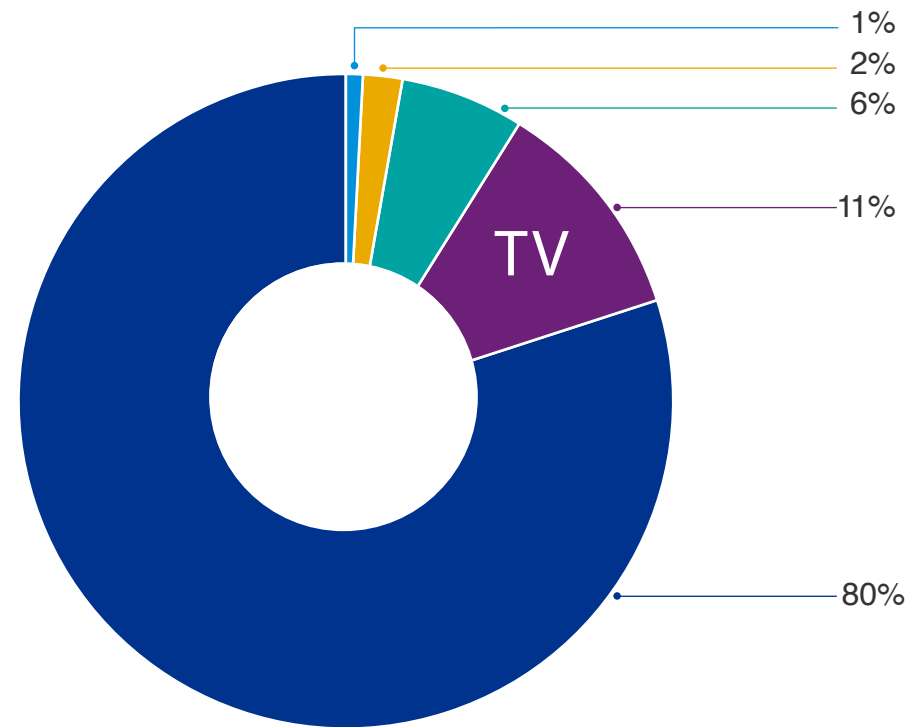
Adstock impact of TV: Applied vs. Implied (2018)



Note: These results are based on data from hipages only and cannot be interpreted as applicable to other advertisers.

TV contributed the second highest volume of conversions after Search

TV delivered 11% of job volume from 10% share of total media investment



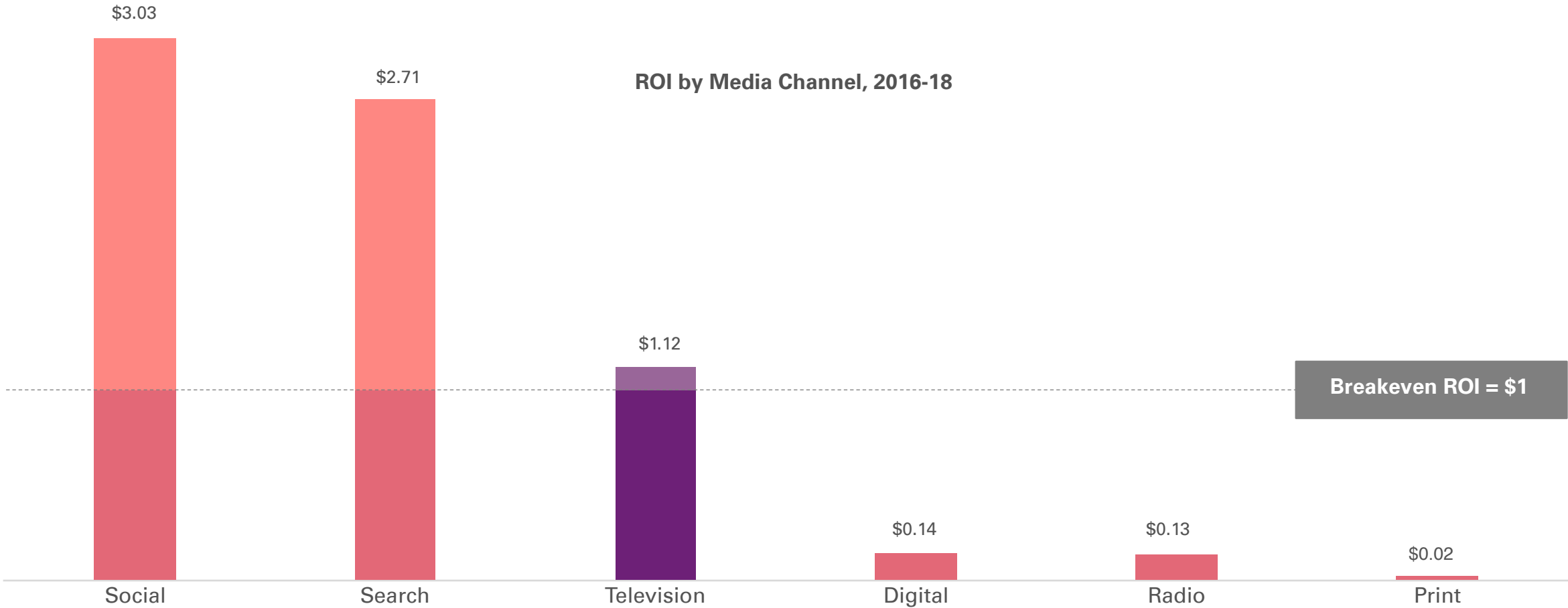
● Search ● Television ● Social ● Radio ● Outdoor

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Social, Search and TV delivered a positive short-term ROI

With an ROI of \$1.12, TV was the only non-digital channel to command a positive short-term return

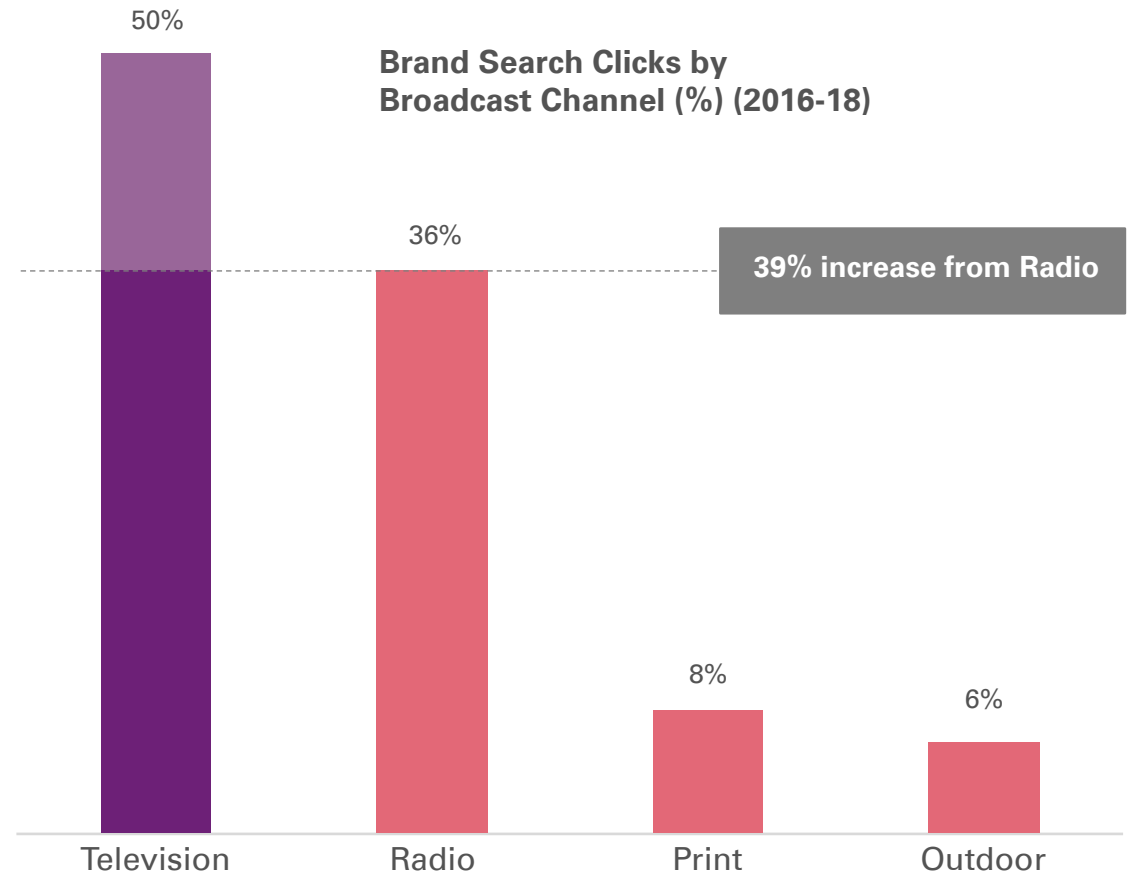


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TV drove more brand search clicks than any other broadcast media channel

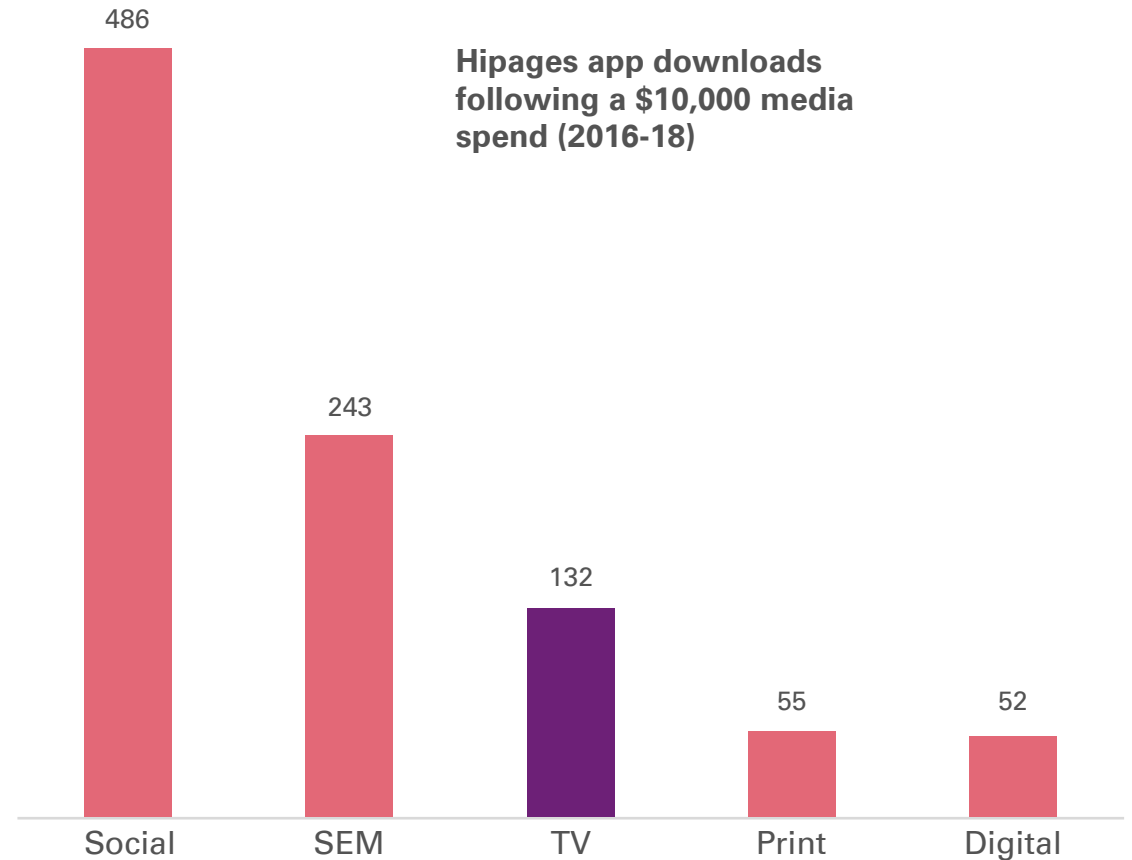
Television delivered a 39% increase in brand search clicks relative to Radio



Note: These results are based on data from hipages only and cannot be interpreted as applicable to other advertisers.

TV delivered the most app downloads of any broadcast media channel

TV delivered a positive ROI when analysing its impact on app downloads, an outcome that was proven to deliver higher customer lifetime value



Note: These results are based on data from hipages only and cannot be interpreted as applicable to other advertisers.

A photograph of two young women jumping joyfully on a city street. The woman on the left is wearing a white t-shirt and black leggings, while the woman on the right is wearing a blue jacket and light-colored pants. The background shows a city street with buildings and trees. The entire image has a blue tint.

TV successfully delivered
a **positive short-term ROI** for hipages.



Adstock effect

TV's impact was magnified when factoring residual adstock impact.



Positive return

TV delivered a positive short-term ROI, in addition to building long-term brand awareness.



App downloads

TV drove an uplift in app downloads, a key driver of customer lifetime value to hipages.



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