

# Addressable TV

Target new customers through addressable TV campaigns

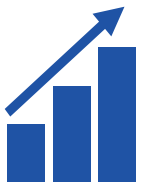
## Objective

- Verify that TV ads were having an incremental impact on new customer acquisition efforts
- Target individuals on household level and accurately measure their cost per incremental sale (CPIS)

## Strategy

- Utilize multi-sourced national consumer database to identify the top tier prospects in the US, and match those prospects to cable and satellite provider's files
- Measure impact through ads in households with top tier prospects versus a control group

## Results



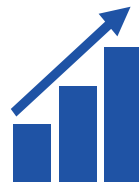
18%

More Likely to Quote



43%

CPIS Lower than Allowable



20%

More Likely to Become  
a Customer



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