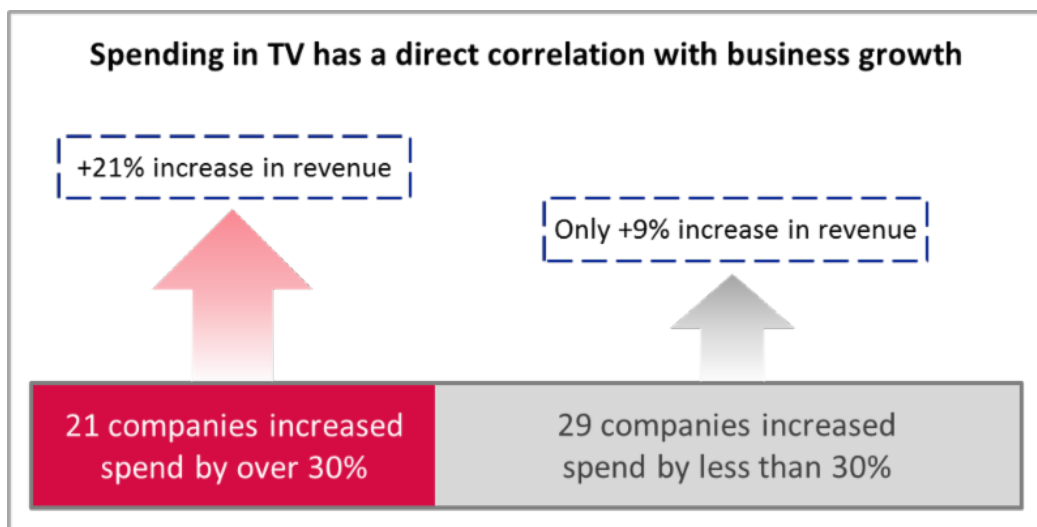


Missed Opportunities in Media Planning (and the Case for ROI)

Missed Opportunities in Media Planning, a Canadian study by Business Science, a division of MediaCom Canada, commissioned by thinktv, looked at the correlation between TV investment and key financial indicators, the impact that TV has on digital, and the factors that are hindering TV advertising's growth in Canada.



Key Highlights include:

- *TV drives both long and short-term sales*
- *TV and digital are interdependent*
- *Marketers must focus on outcome metrics and not delivery metrics to drive meaningful ROI*

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