think tv

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# TV SPRINGBACK DRIVES ROI

**Standard Media Index (SMI)** recently released a report that looks at the change in U.S. media spend over the past five years (2010-2015), and the effects those changes have had on advertisers' ROI. The conclusion: Over-investment in digital - especially at the expense of TV - negatively affects sales.

## Some Highlights:

- **High-spend categories are springing back to TV after experiencing negative sales results**, including Auto, Financial, Tech, Telecom and Travel.
- Of the 39 advertisers studied, **15 had lowered their TV spend but are now increasing it again**.
- **100% of the reported companies that increased TV spend** while decreasing digital, or raised TV spend after previously reducing it, **experienced increased sales**.
- **Television continues to have the highest share of media $'s at 53%**, with Digital growing 14 points since 2010 to hit 33% of media $'s in 2015.

CPG Advertisers That Switched Back to TV

| Advertiser | Quarters TV Raised YOY | Q1 2016 Sales vs. Q1 2014 | Immediate Incremental Sales Return on Incremental TV |
|---|---|---|---|
| CPG A | Q4 2015 | +3.0% | $4.71 |
| CPG B | All except Q2 2015 & Q1 2016 | +4.0% | $5.67 |
| CPG 3 | Last 2 Qtrs | +7.3% | $3.67 |
| Average | | +4.8% | $4.68 |

**Download the full report here.**

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