



# SAM

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## **SAM TV Attribution**

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**Bell**Media

# Agenda

- Intro
- Advanced TV
- SAM TV
- SAM TV Attribution
  - Model
  - Dashboard
  - Optimization Levers
- Key Takeaways



# “Advanced TV”

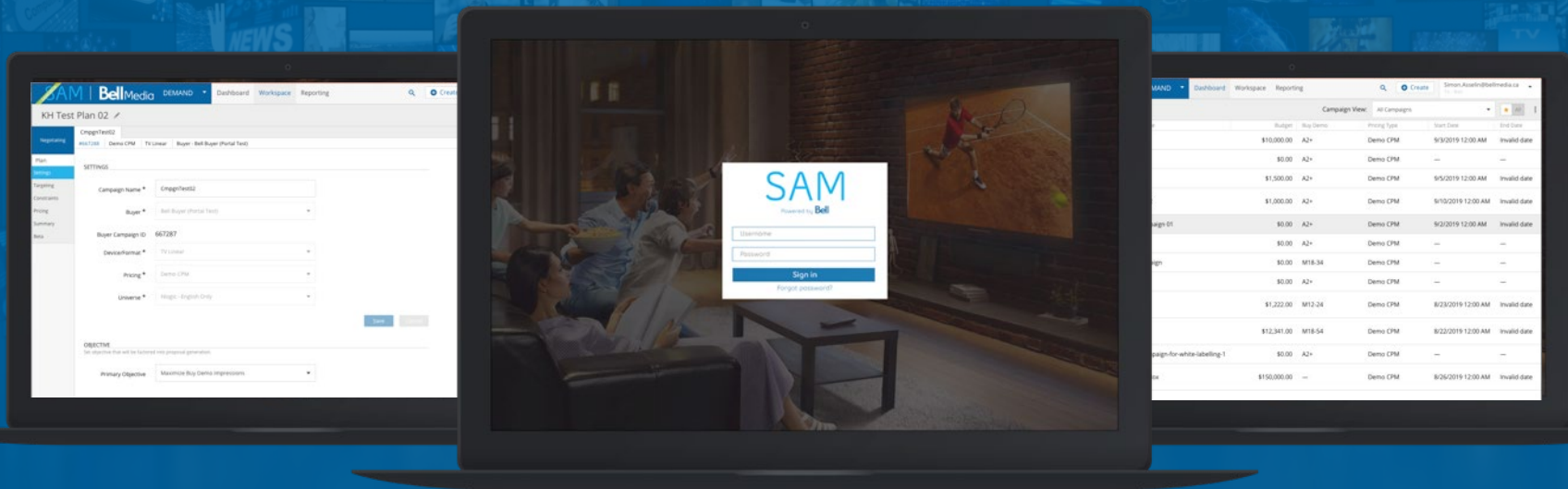
**TV:** Reach, story telling, brand building, sales activation



**Digital:** Precise targeting, measurability, optimization



**SAM TV** combines the massive reach of TV with data-fuelled precision to help marketers and planners identify, understand and connect with the right audiences on the right channels



# Privacy



- Our data is **aggregated** and **de-identified** such that individuals cannot be identified.
- Segments have a **set minimum** to protect anonymity.
- Our audience platform is **audited** by an independent 3<sup>rd</sup> party to ensure the **integrity of our data**.



Privacy compliant



	Bell FPD				
	Pre- Built	Build your own	BYOD	Industry	Numeris
Definition	70 consumer segments across all major categories ready to be used on TV, digital and Astral	Choose from hundreds of data options to craft a unique custom-made segment which will still have precision and scale	Get even more personalized with your TV planning by including your own consumer data points into SAM	A group of popular segments which can also be used on other broadcasters' platforms	Every audience option you already know with Numeris can be used in SAM
Dataset	<b>Bell FPD</b>  Mobile Browsing (70 segments)	<b>Bell FPD</b>  Wireline and TV data + Environics Analytics qualifiers also available	<b>Bell FPD + Client's CRM</b>  Matched with Bell FPD	<b>Environics</b>  Segments powered by Environics Analytics (19 segments)	<b>PPM panel</b>  Classic socio-demo and survey used to capture consumer behavior



**+10M**  
Mobile Devices



**+3M**  
Fibre TV households



Auto Intenders



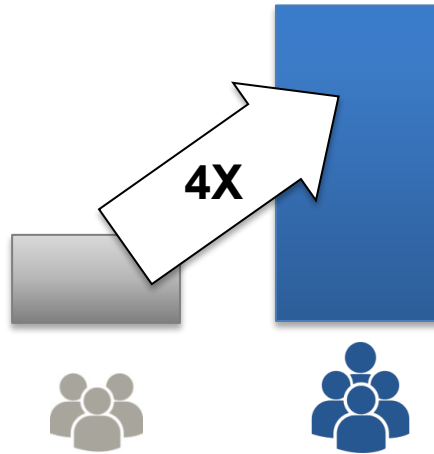



# Case Study – Luxury Auto Intender

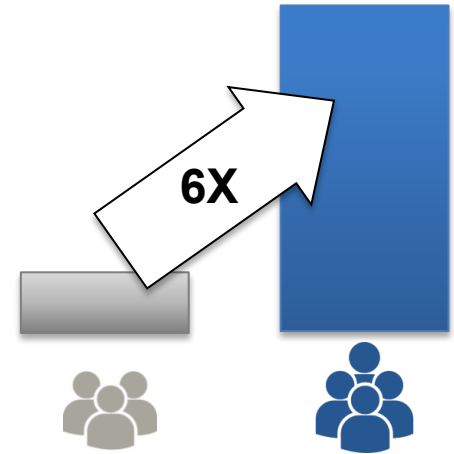
## TV Ad Exposure



## Likelihood to Recommend



## Purchase Consideration

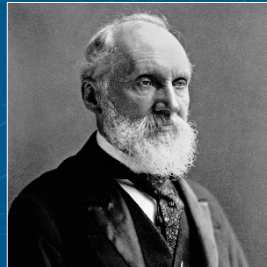


**Attribution** - the science of linking our clients' business results to advertising

i.e. “attributing” the right credit to a media channel for driving business outcomes

“If you can’t measure it, you can’t improve it”

- Lord Kelvin







## SAM's Deterministic Model



## SAM 3.0

- Attribution Reporting in linear TV launched in Summer 2020 for the first time in Canada
- 150 campaigns across 10 categories
- Exposed vs unexposed average category lift ranging from 7% to 34%
- Many factors influencing conversion metrics:



Campaign  
Objective



Campaign  
Weight



Awareness  
Level



Business  
Context



Media  
Activity



Call to  
Action



Advertising  
Category

## Key Dashboard Metrics

- Exposed vs unexposed lift
- Est. household reached
- Daily conversions
- Cumulative conversions
- Conversion by frequency
- Conversion profile (exposed who acted)



# SAM TV Attribution – Optimization Levers [July-August 2020 Examples]



## Car Manufacturer

### Insights

- Higher campaign lift in Quebec vs Ontario
- Higher conversion rates among TV sports enthusiasts

### Optimization

- Market responsiveness
- TV environment



## Wealth Management Firm

### Insights

- Higher conversion rates for “Prosperous Parents”, “Young Diverse Families” and “Starter Nests” life stages

### Optimization

- Upcoming targeting tactics



## Insurance Company

### Insights

- 65% of conversions from people who live in Single Detached homes or Apartments < 5 Storeys

### Optimization

- Segment activation
- Ad creative



## Retailer

### Insights

- Conversion rate increases up to 10 exposures
- Heavy TV viewers 3x more likely to convert

### Optimization

- Upcoming media plan



# Key Takeaways

- **Advanced TV:** Power of TV + Digital capabilities
- **SAM TV:** To enhance planning, activation and measurement
- **SAM TV Attribution:**
  - ✓ A first in Canada, deterministic model
  - ✓ Helping advertisers measure, learn and optimize TV campaigns

# SAM

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