How Data and Technology Innovations in Television Increase the Effectiveness of Your Marketing

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The Application of Data

to Create TV Audience Segments

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Linear Segmentation

Collecting second by second viewing data from hundreds of thousands of TV households

All live and playback tuning events for Corus Channels

The Return Path Data initiative is fully compliant with Canadian privacy laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA)

How it Comes Together

Viewing data is integrated with data from **Environics Analytics**

- Corus uses Environics for segmentation because of the robust scale of the product

  - Environics incorporates demographic and psychographic attributes at the 6 digit postal code and contains a tremendous range of information

  - Vividata and Numeris are included in the Environics data AND are projected out to the full Canadian population

Providing an opportunity to:
- **Segment the audience**

- **Generate an index showing the proportion of the target within the program audience**

STB VIEWING DATA

DEMOGRAPHIC DATA (ENVIRONICS)

ANONYMOUS

SEGMENT INDEX ON CONTENT

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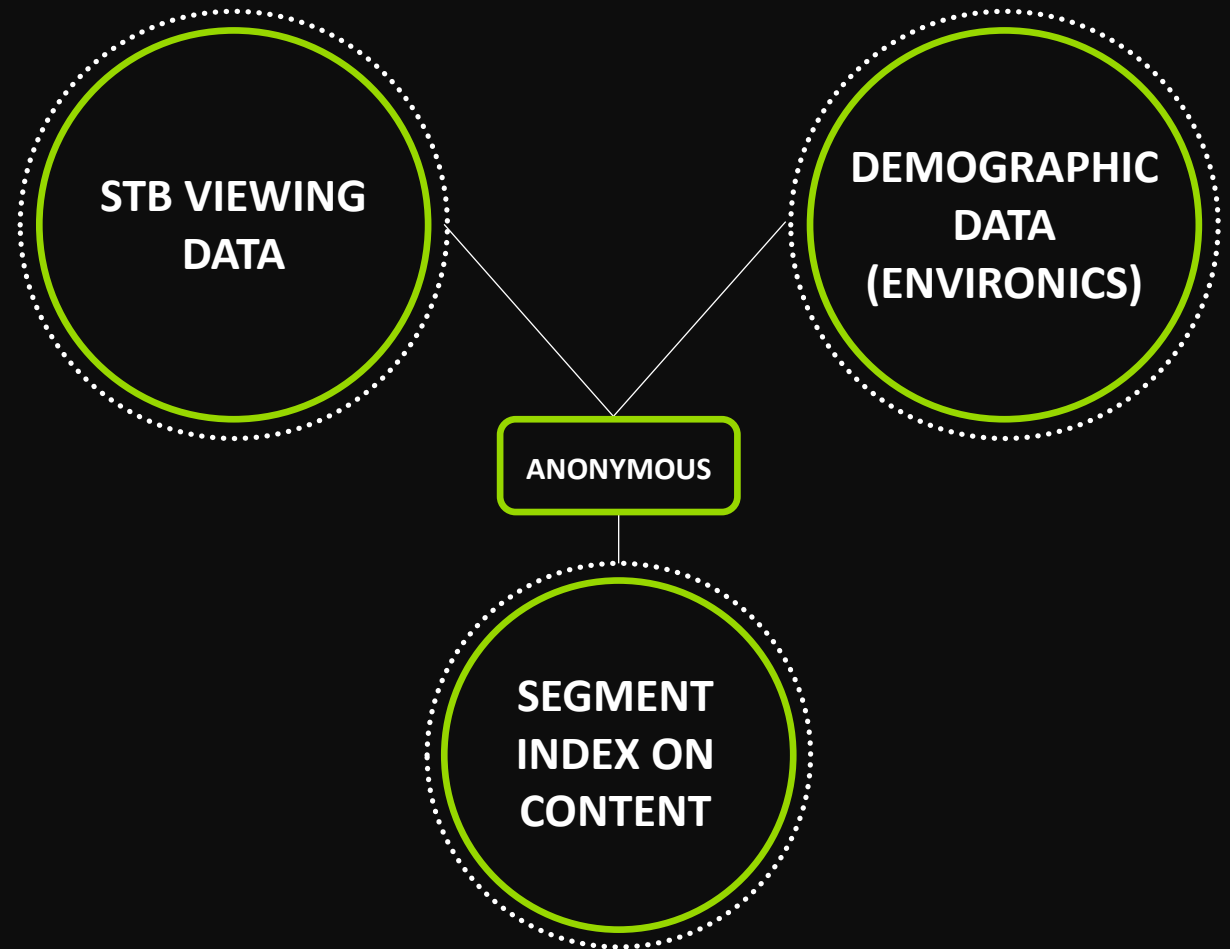
Common Industry Segments
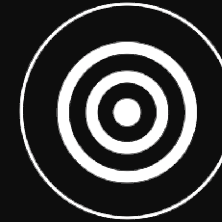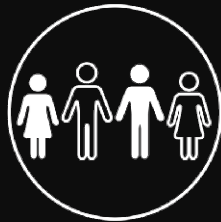
Power of Data Enabled
TV Audience Segmentation

Find the right consumer to meet your objective

Find more of the consumer you want while not limiting exposure to just those people (filling the funnel)

Reduce the effective cost of speaking to your target consumer

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Benefit #1

Data based segmentation of TV viewers leads to a provable and increased **effectiveness of marketing spend**

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Growing Advertiser Engagement

200+
ACTIVE ADVERTISERS

150+
CUSTOM SEGMENTS

24%
OF REVENUE IN F2020

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Paymi.

A new shopper marketing program that puts money back in consumers' pockets when they make purchases from partners, in-store and online, by simply linking a credit or debit card and automatically receiving cash back .

The Goals

INTRODUCE • ENGAGE• CONVERT

Introduce the Brand to Canadians

Drive Brand Awareness

Deliver Conversions

Keep the budget tight

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Young Metro Diversity

Young, ethnically diverse families

Own homes/row houses, or rent high-rise apartments in diverse neighbourhoods

About half of adults are college or university educated

Above-average incomes from a mixed employment base

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Discrete Platform Flighting to Understand the Impact

8 Week Multiplatform Campaign

Weeks 1-4

- 10 Sec Closed Captioning
- 3 Conventional Markets

Weeks 5-6

- 30 Sec Radio Spot
- 8 Radio Stations aligned to TV markets

Weeks 7-8

- Banner ads
- Geo-targeted to align with TV & Radio
- Addition of 1 digital only market

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Key Findings

Each Medium Delivered Against Their Benefits

- Campaign delivered against the full funnel and delivered a 3:1 ROI

- TV Played at both the top and the bottom of the funnel

- 3X increase in organic search

- Drove conversions

- Radio leaned into its role as an information medium

- Drove homepage visits 3x

- Digital accelerated conversions

- No increase in card linking in digital only market demonstrating the importance of top of funnel activities

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Use technology to amplify the benefits of data

and make other improvements to the TV buying experience

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Powerful

Self-serve

Live inventory across 20 adult specialty stations and Global (coming soon)

Grounded in data

Guided by Reach, Frequency and Index

Precise

Choice of Audience Definitions
- Demo
- Common Segments
- Custom Segments
- Imported Segments

Daily Reoptimization

Faster, more accurate and transparent Reporting

Easy

Simple, clean and intuitive interface

Provides relevant and useful information

cynch

LOG IN TO YOUR CYNCH ACCOUNT

User

Password

Login

Campaigns [+ New campaign]

Proposals	Booked	Completed

🔍 Search campaigns	📅 Start date	📅 End date	Advertiser ▾	Agency user ▾	Status ▾	Reset filters

Campaign ID ↓	Campaign name	Advertiser	Flight start	Flight end	Status ⓘ	Date of request
102212	RRSP Season 2020	Canada Caribou Bank	Mar 04 2020	May 10 2020	Draft	
102144	Prestige WinterSpring 2020	FPM Motors	Feb 25 2020	Apr 07 2020	Expired 🕑	Dec 08 2019 4:36 PM
101480	Education Savings Plan	Canada Caribou Bank	Sep 02 2019	Dec 26 2019	Expired 🕑	Jul 04 2019 7:38 AM
101473	Dedication Summer 2019	FPM Motors Services	Jul 02 2019	Aug 19 2019	Draft	

Page 1 of 1 (4 campaigns)   ‹ |‹ **1** ›| ›   Show 10 ▾ campaigns

Create campaign profile

○ **Global campaign**
Global National network

● **Specialty campaign**
20 specialty networks
(excluding kids channels)

Advertiser
CORUS ENTERTAINMENT INC ▾

Brand
Brand X

Campaign name
Winter 2021

Product category
Entertainment ▾

Target demographic
A2554 ▾

Spot length
30 REG ▾

Flight start
📅 Jan 11 2021

Flight end
📅 Feb 14 2021

Select flight weeks ⓘ

☑ Week 1: Jan 11 - 17

☑ Week 2: Jan 18 - 24

☑ Week 3: Jan 25 - 31

☑ Week 4: Feb 1 - 7

☑ Week 5: Feb 8 - 14

Save & Exit

Next

Distribute buy

Flight schedule by week

Enter in a number of impressions greater than 0. If you would like to skip a week, please go back to the Profile screen to adjust your hiatus weeks.

Week of	Sep 21 - 27	Sep 28 - Oct 4	Oct 5 - 11	Oct 12 - 18	Oct 19 - 25	Oct 26 - Nov 1
Requested impressions (000's)	500.00	500.00	500.00	500.00	500.00	500.00
Requested GRPs	4.1	4.1	4.1	4.1	4.1	4.1

Week of	Nov 2 - 8	Nov 9 - 15
Requested impressions (000's)	500.00	500.00
Requested GRPs	4.1	4.1

Total impressions (000's)

4,000.00

Total GRPs

32.9

Specify reach and frequency

Reach

10.0

Frequency

3.3

Save & Exit

Back

Next

Common

Attribute

Prizm

Custom

Advanced targeting

Profile

Audience

3 Advanced targeting

Advanced targeting

None ▾

Bring precision to your campaign

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ENVIRONICS
ANALYTICS

Save & Exit

Back

Create proposal

Returned proposal
Demo Campaign

1 Review proposal

Your profile

Advanced targeting

Review our proposal

Corus uses up to date inventory to build programmatic campaigns, and there may be slight variances between requested, proposed and booked numbers due to changing live avails.

If you would like to change this proposal, click on the New Request buttons below to enter in new requests.
Your changes will only be applied once you re-submit your request.

DATE OF REQUEST
January 16 2020 3:57 PM

CAMPAIGN ID
107040

FLIGHT SCHEDULE
April 06 2020 - June 07 2020

CPM
$ 10.25

TOTAL COST
$ 138,375.00

Impressions (000's)

Week of	Apr 5 - 12	Apr 12 - 19	Apr 19 - 26	Apr 26 - May 3	May 3 - 10	May 10 - 17
Requested impressions	1,500.00	2,000.00	1,500.00	1,000.00	1,500.00	1,000.00
Proposed impressions	1,264.40	1,670.80	1,397.10	914.00	1,360.00	914.20
Total weekly variance	235.60	329.20	102.90	86.00	140.00	85.80

Week of	May 17 - 24	May 24 - 31	May 31 - Jun 7
Requested impressions	2,000.00	1,500.00	1,500.00
Proposed impressions	1,832.00	1,405.90	2,741.60
Total weekly variance	168.00	94.10	1,241.60

CPM
$10.25

Total cost
$138,375.00

Book campaign

Impressions (000's)   GRPs

☐ Booked impressions   ☐ Posted impressions

1.0K
800
600
400
200
0

Week 1
Dec 1 - 8

Week 2
Dec 8 - 15

Week 3
Dec 15 - 22

Week 4
Dec 22 - 29

SUMMARY   REPORT   DETAILS   CONTRACT

Demo Campaign 5

Agency: CORUS ENTERTAINMENT
Advertiser: CORUS ENTERTAINMENT INC
Brand: Test Brands
Spot length: 30 REG

Campaign status

✓ Completed - Final results

Aired: 4 of 4 weeks
Posted: 4 of 4 weeks

Campaign at a glance

Current campaign tracking	Impressions (000's) achieved	GRPs achieved
154%	2,499.2	19.8

Posted reach	Posted frequency	Posted segment index
12.8	1.5	0.00

Total cost
$19,856.30

Campaign cost so far

CPM	Total cost	Total booked cost
$12.26	$19,856.30	$19,856.30

The campaign CPM is $12.26, with a final cost of $19,856.30 and booked cost of $19,856.30.

Campaign audience

The campaign has posted 2,499.2 impressions (1,619.6 impressions booked) and 19.8 GRPs (12.8 GRPs booked) for a campaign post of 154%.

Posted reach is 12.8, with a frequency of 1.5. Booked reach was 9 with a frequency of 1.4.

Booked impressions (000's)	Booked GRPs
1,619.6	12.8

Booked reach	Booked frequency
9.4	1.4

Target audience

Target demographic	Advanced targeting	Booked segment index
A1849	Custom	104.8
	See details	

The campaign demographic is A1849, using a custom segment.

Posted segment index is 0.0 and booked segment index was 104.8.

Campaign schedule

The duration of the campaign is 4 weeks, with 0 hiatus week(s). The campaign starts on December 2, 2019 and ends on December 29, 2019.

Start date	End date
December 2, 2019	December 29, 2019

CPM and cost to date

	CPM	Cost
Booked	$7.97	$111,012.54
Posted	-	$111,012.54
Total variance	-	$0.00

Post-campaign channel report

	Total posted impressions (000's)	Total posted GRPs
History	3,951.5	18.2
Food	3,012.3	13.9
Slice	2,637.7	12.1
Showcase	2,342.0	10.8
HGTV	2,082.5	9.6

Show all channels ▾

Impressions (000's)

Week of	Aug 17 - 23	Aug 24 - 30	Aug 31 - Sep 6	Sep 7 - 13
Booked impressions	4,975.80	4,238.20	2,196.80	2,518.00
Posted impressions	4,786.59	4,807.27	2,376.54	4,206.07
Total weekly variance	189.21	569.07	179.74	1,688.07

Total booked impressions
13,928.80

Total posted impressions
16,176.47
Variance: ↑2,247.67

	A	B	C	D	E
1	Channel	Selling Option	Date and Time	Grp	Audience
2	CI	Wknd Afternoon	2/5/2020 6:27	.02	5.79
3	CI	Wknd Afternoon	2/5/2020 22:29	1.73	420.49
4	CI	Wknd Afternoon	2/6/2020 21:20	.50	121.20
5	CI	Wknd Afternoon	2/7/2020 8:11	.03	6.55
6	CI	Wknd Afternoon	2/9/2020 2:24	.04	8.91
7	CI	Wknd Afternoon	2/6/2020 8:33	.04	8.91
8	CMT Canada	CMT Weekend Fringe	2/6/2020 23:25	.11	25.70
9	CMT Canada	CMT Weekend Fringe	2/5/2020 18:51	.11	25.70
10	CMT Canada	CMT Weekend Fringe	2/5/2020 23:08	.11	25.70
11	CMT Canada	CMT Weekend Fringe	2/5/2020 0:40	.11	25.70
12	CMT Canada	CMT Weekend Fringe	2/7/2020 20:19	.11	25.70
13	CMT Canada	CMT Weekend Fringe	2/5/2020 22:34	.11	25.83
14	CMT Canada	CMT Weekend Fringe	2/4/2020 20:22	.05	11.65
15	CMT Canada	CMT Weekend Fringe	2/3/2020 20:45	.05	11.65
16	CMT Canada	CMT Weekend Fringe	2/6/2020 18:23	.05	11.65
17	Slice	Weekend Late Afternoon Movie	2/8/2020 19:17	.05	11.65
18	Slice	Weekend Late Afternoon Movie	2/5/2020 0:33	.05	11.65
19	SPARK	Wkday Afternoon to Prime Movies	2/5/2020 0:45	.05	11.65
20	SPARK	Wkday Afternoon to Prime Movies	2/3/2020 18:14	.05	11.65
21	SPARK	Wkday Afternoon to Prime Movies	2/4/2020 23:44	.05	11.65

Benefit #2

Cynch improves the TV buying experience and **helps marketing dollars work better**

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Case Study
QSR & Cynch

Evolving the Process

Moving into the Future with a QSR

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The Goals

TEST & LEARN • ENGAGE • CONVERT

Test and Trial
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Drive Summer Menu
Awareness

Increase Same Store
Sales

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Understanding Impact of Using Data and Technology

Classic 5 Week Flight with pre/post Survey

Weeks 1-2

- :30 Sec Spot

Weeks 3-5

- 40% x :30 Sec Spot

- 60% x :15 Sec Spot

Classic 5 Week TV Campaign: Key Findings

Expected and Unexpected Success

- Exposed group more likely to say that they had heard of the QSR but had not tried it vs. non-exposed

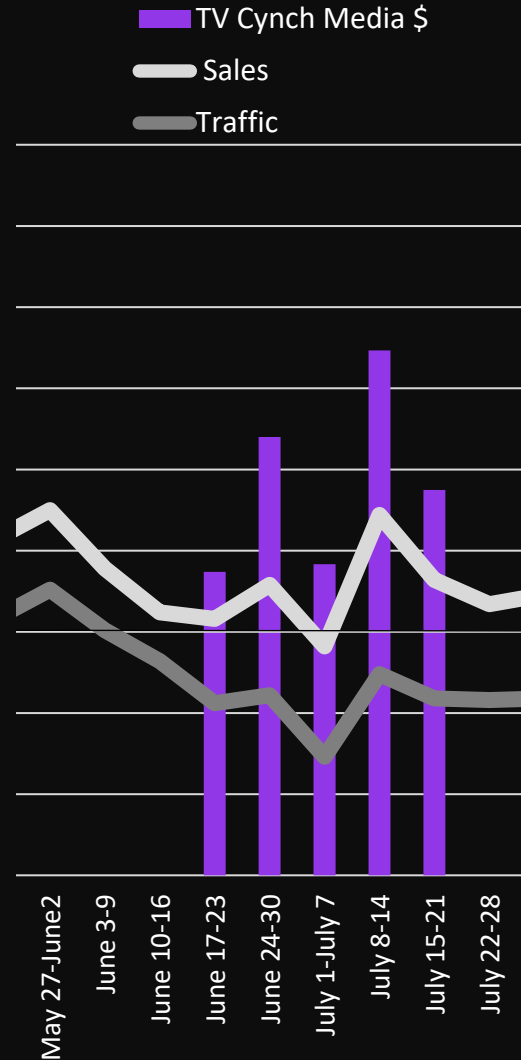- Hypothesis is that the audience based buy reached new viewers/consumers

- Exposed group demonstrated increased awareness, positive sentiment, increased likelihood to select in category, and increased likelihood to visit vs. not exposed

- Did not result in the expected increase in same store sales

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Key Findings: Sales

Legend:
- TV Cynch Media $
- Sales
- Traffic

X-axis labels: May 27-June2, June 3-9, June 10-16, June 17-23, June 24-30, July 1-July 7, July 8-14, July 15-21, July 22-28

- Pre-campaign price increase resulted in unanticipated and significant fall in traffic and sales

- Campaign arrested the decline, increased sales and traffic ,and established an improved trend line exiting the campaign

Takeaways

Advanced segmentation can drive more effective campaigns across the TV ecosystem

Technology can expand TV marketing effectiveness in ways that would be difficult using traditional methods and processes

Major steps are being taken to simplify and improve the buying experience

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Get in Touch

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