

The TV playbook for online born brands

November 2022



We carried out an award winning study in the UK on this topic

It included speaking to these experts and modelling 10 UK online businesses

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marketing,
Parcelmonkey

Director,
Chamber

Partner,
Goodstuff

CEO,
Eve Sleep

Senior
director, direct
to consumer,
Harry's

CMO,
Habito

Group brand
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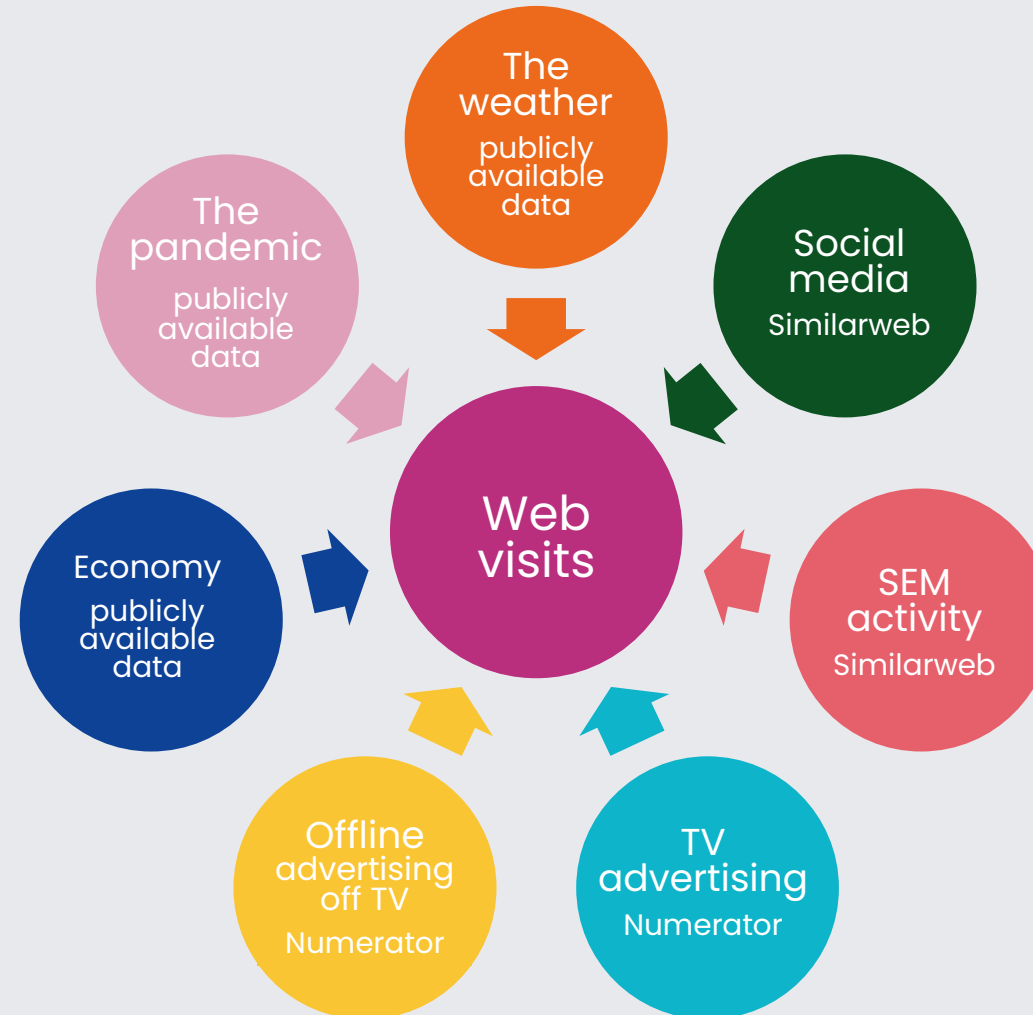
Group brand
director,
Cazoo

Director of
marketing
Reno-
Assistance

Marketing and
Digital
Strategy Head,
Deloitte

We modelled 10 Canadian brands

Collecting publicly available Canadian data on all the things that drive their website visits

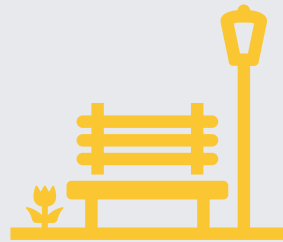


The brands advertised on an array of platforms – including TV, Outdoor, Radio, Display & OLV, SEM and Social

TV budgets ranged from as high as \$8M to as low as \$1M



TV



Outdoor



Radio



Display &
OLV



SEM



Social

* Display & OLV includes Desktop Display, Desktop Video, and Mobile Browser (display and video combined). No Press or Cinema spend was used

Taking the 10 brands together, it's a lot of experience

On how TV works in online businesses

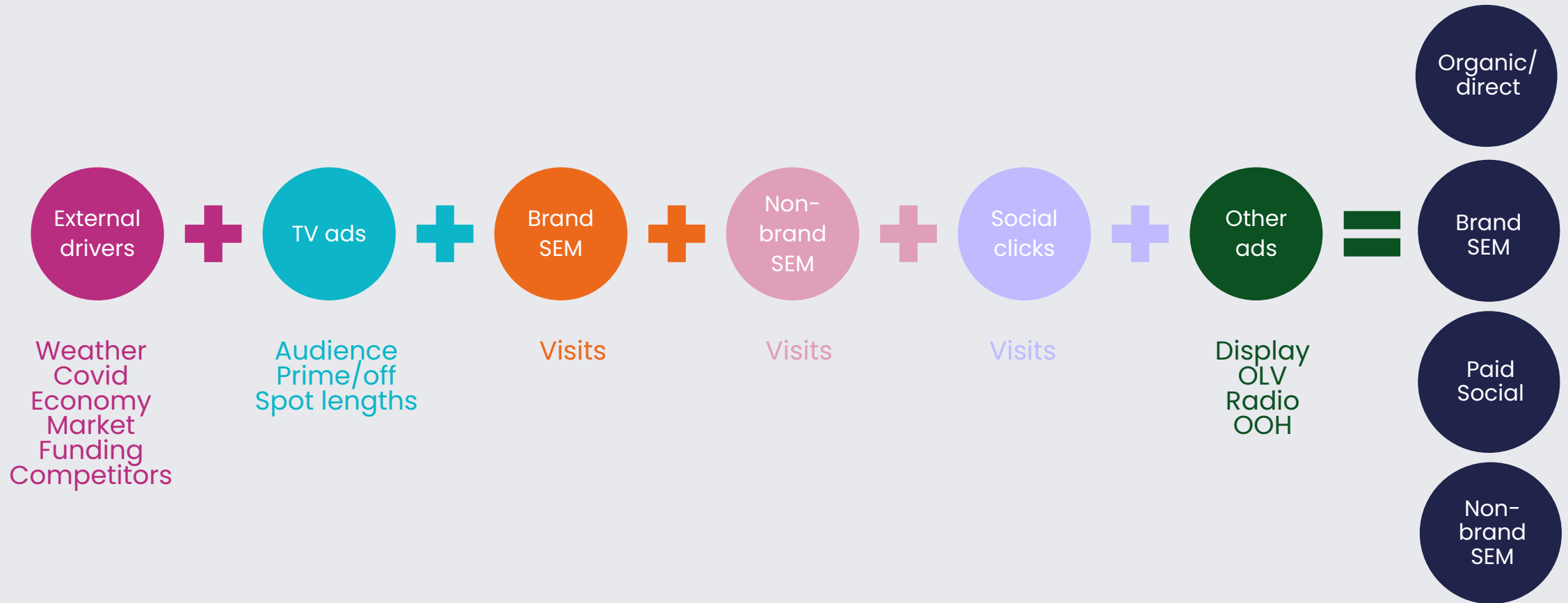
Over
2.6b
website visits

\$24m
of spending on
TV

30 years
of advertising
experience

We built 4 models for each of the 10 brands

To understand the role of TV in 4 different types of online journeys



5 signs
it's time
for TV

TV helps
scale ups
grow fast

TV works
hard for
established
brands

Tips for
your next
campaign

5 signs it's time for TV



5 signs it's time for TV

- 01: Clever new product
- 02: Land grab category
- 03: Performance plateau
- 04: Mature understanding of SEM figures
- 05: Need fast behaviour change



Trigger 01: A clever new product

“Because the products are new and exciting, these are often businesses that have got a lot of growth potential just by introducing themselves to new people.”

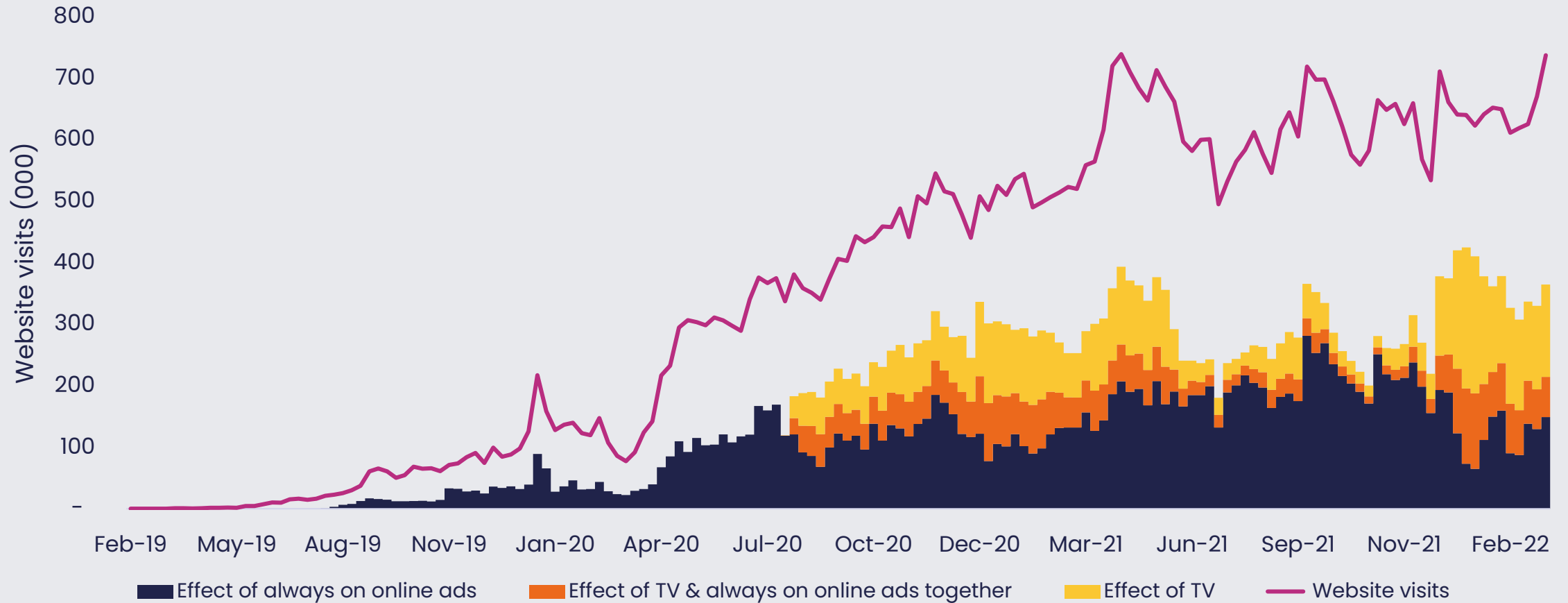
Partner, Specialist media agency, UK



This brand introduced a new way to buy designer clothes

Their visits more than doubled to over 600 thousand per week in the space of a year of using TV

Clothes brand



02: Landgrab category

“At HelloFresh in the US we were spending a significant amount of our marketing budget on TV every month because the category was both early stage and hyper competitive, with well-funded competitors. We were educating the consumer on what a meal kit was as well as securing ourselves as the number one brand in the space.”

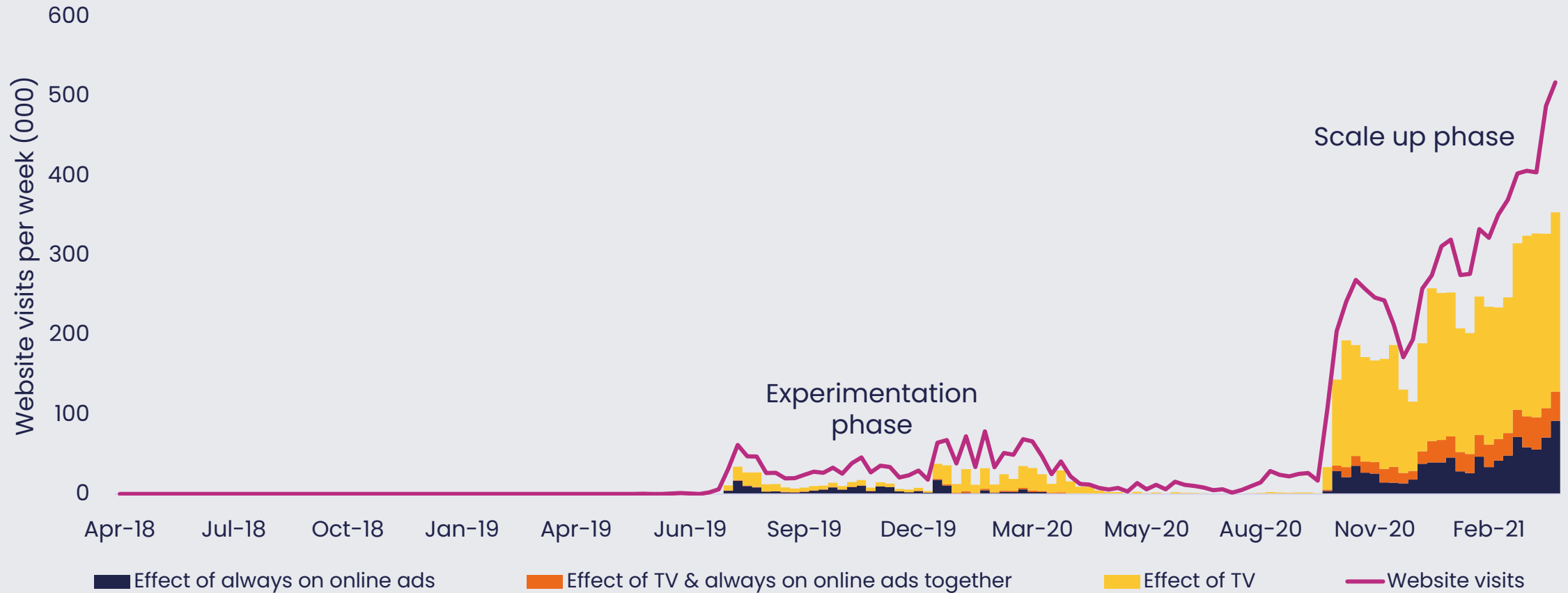
Senior Director, Direct to consumer, USA

This UK brand is driving the digital disruption of 2nd hand cars using TV



They reached 0.5m visits per week in 5 months after scaling up TV spend

2nd hand cars



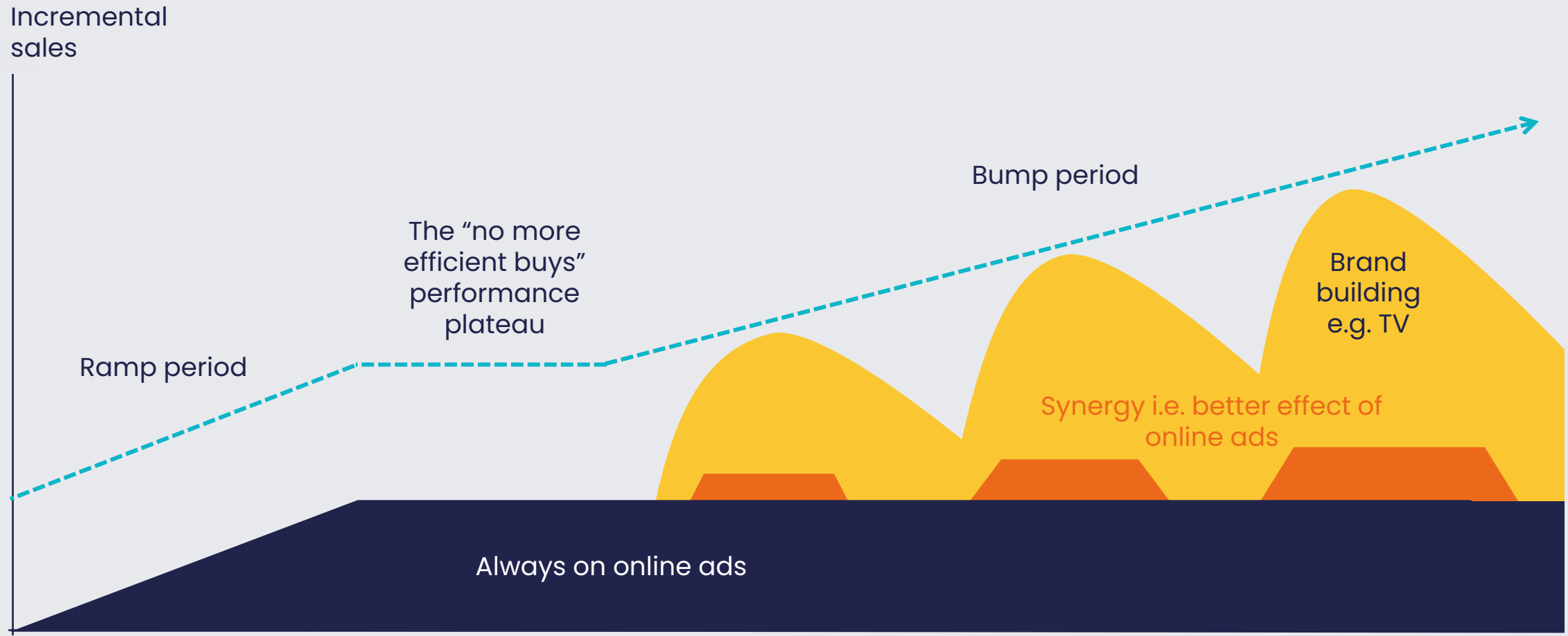
03: No more efficient online buys

“Usually I will look to assure high-intent online channels are maximized from a budget perspective.
My focus then shifts to high-awareness tactics, like, video platforms, TV, DOOH etc.”

Head of marketing, Consultancy, CA

Performance plateau: A typical stage in the life of an online born business

It's a consequence of success, when you've already reached everyone that's easy to convert

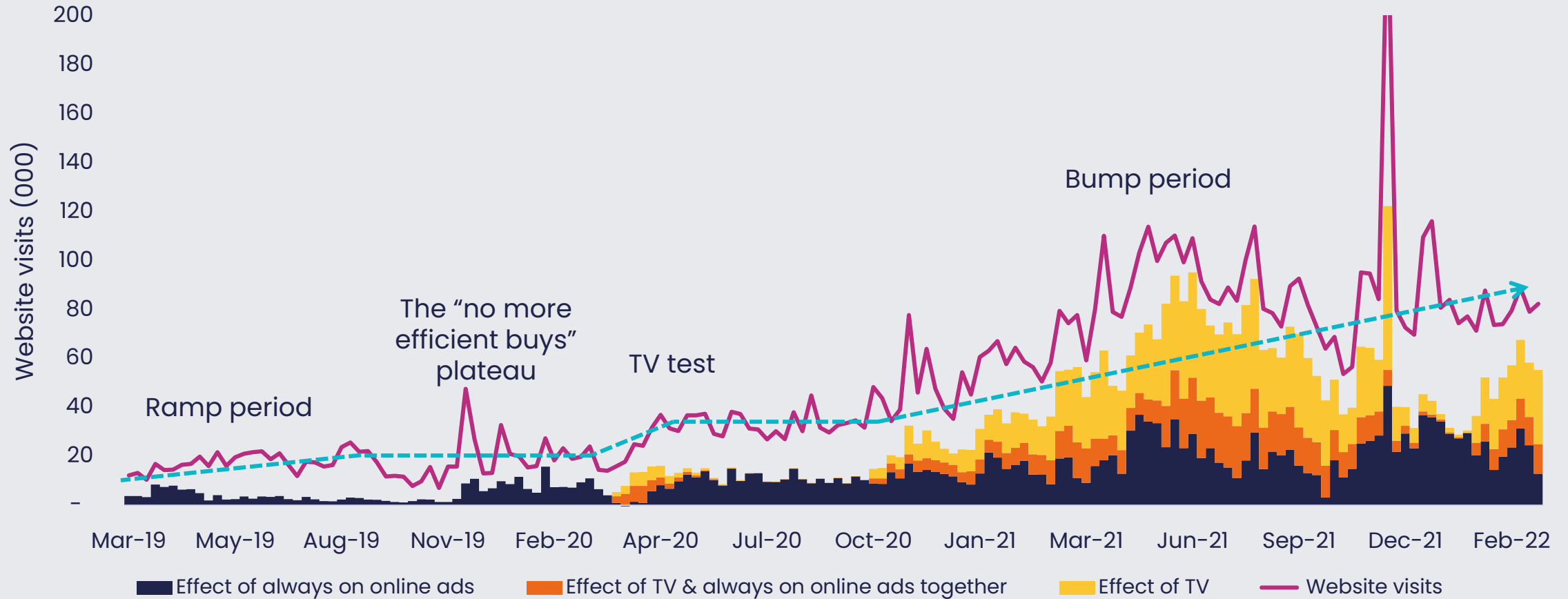




This clothes brand broke through the plateau

By investing into TV they unlocked growth directly and through better response to online ads

Clothes brand



04: Mature understanding of SEM figures

“The people making the decisions about brand campaigns and brand building, are quite far away from the understanding that e-commerce people have on the limits of that ROAS figure that looks so simple, and so clear.”

Director of Marketing, Software, CA

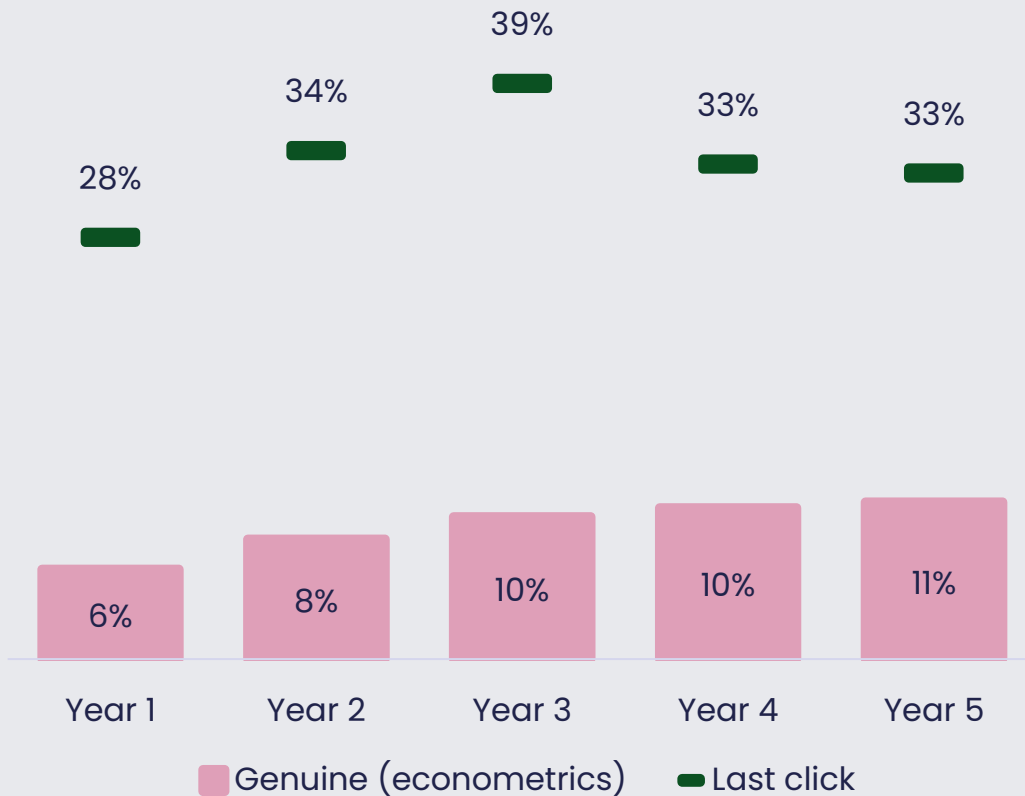
Task 1:
**An investment into getting new sales – that
you wouldn't otherwise have got**

Task 2:
**Help people that are already on their way to
your website to arrive safely**

Last-click counts everyone that 'walks past the signpost'

Many of whom were already on their way to buy

Contribution of paid search ads
(% of sales)



Once someone has seen a paid search ad, anything they buy in next 30 days is attributed to that ad....

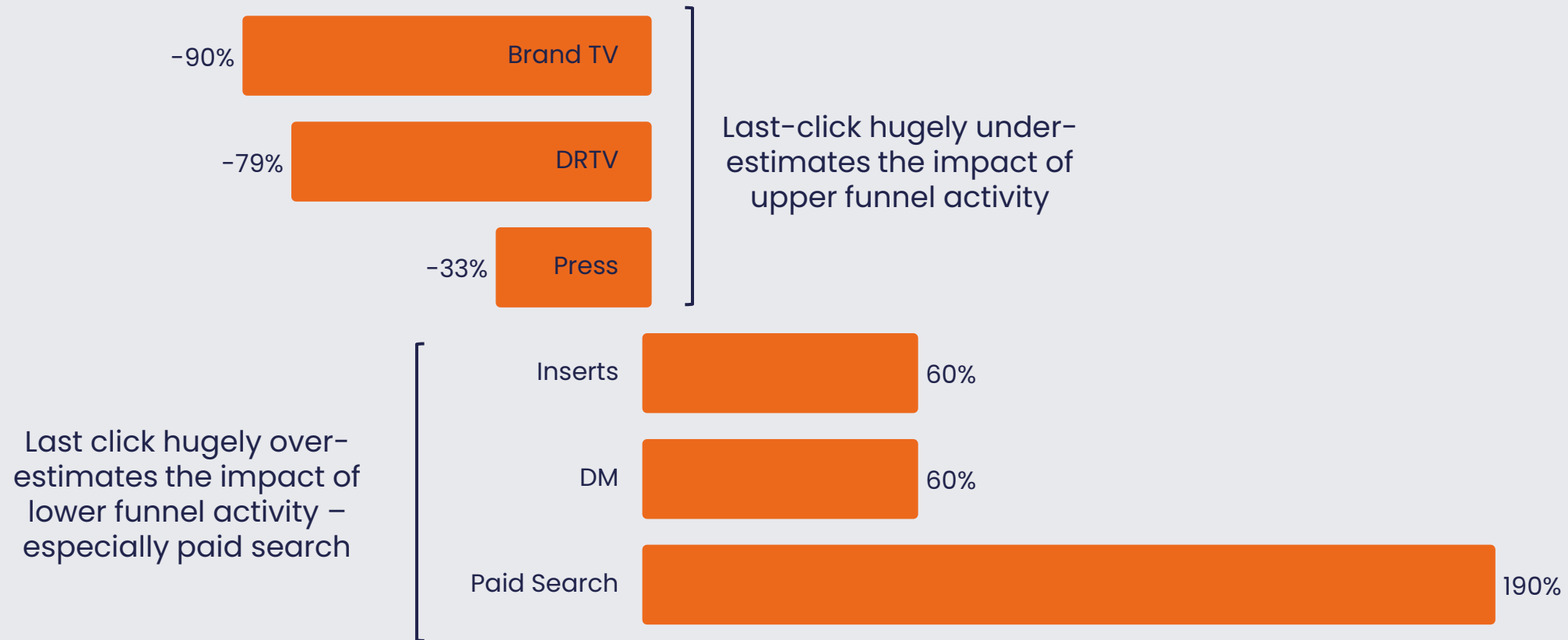
...even if it was actually caused by something else

In this example, econometrics showed that only c. 1/3 of these were new – the other 2/3 would've come anyway

Last click makes people overspend on lower funnel activity

Once people realise this they re-allocate budget to upper funnel activity like TV

Return on investment error in last-click attribution (vs. econometrics)



05: Need fast behaviour change

“During the pandemic, TV was super helpful – it informed our customers that we were available online”

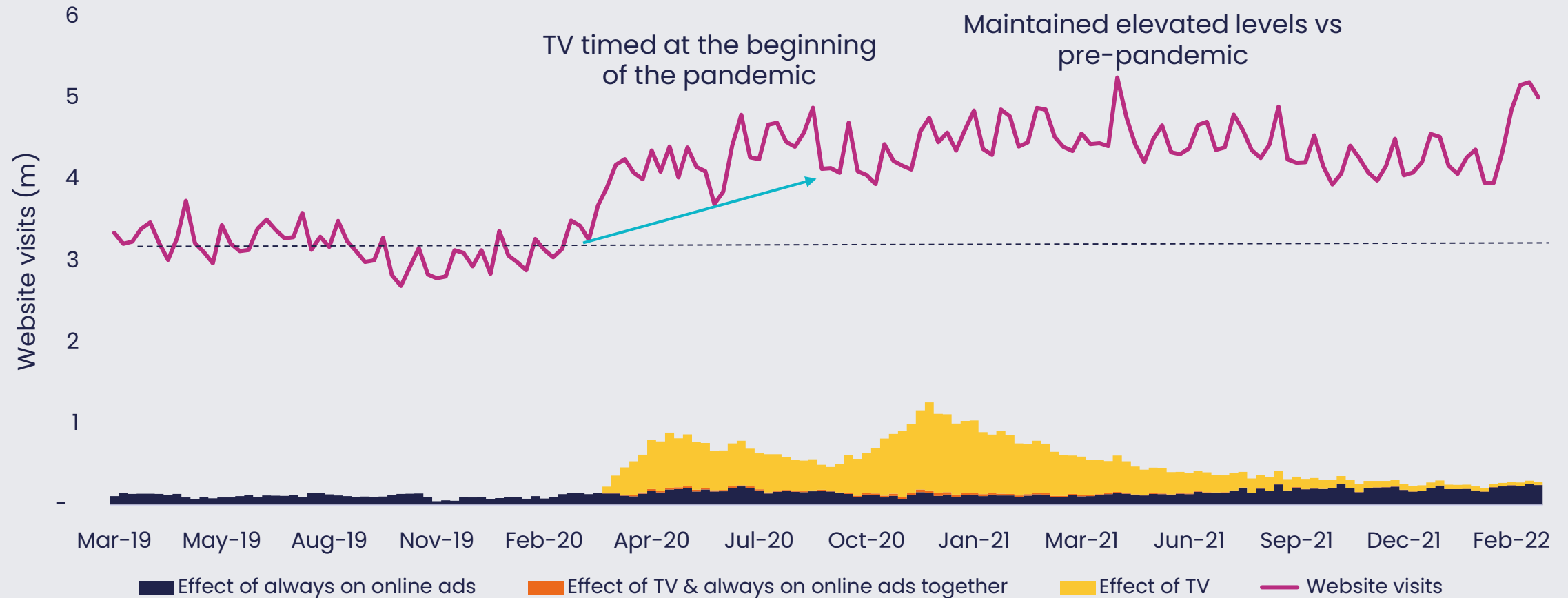
Director of Marketing, Software, CA



TV brought people to the site at the right time





Contributing a total 40 million visits for this established Canadian online bank

Online banking



5 signs it's time for TV

And we just saw the evidence that TV helps in these circumstances

-  You have a clever new product – you need to educate and drive visits at the same time
-  Need to scale first and fast – you & competitors are driving digital disruption of the category
-  You've run out of efficient performance marketing buys and need to look elsewhere
-  You understand the role of SEM and need to focus on incrementality
-  You need to change your consumer behaviour fast e.g. redirect them online

TV helps scale ups grow fast



“It is completely visible in the charts. It's a little crazy, when you look at it, because you can just see that it is a straight line up. In one week, we had 73 and a half percent growth in leads”

Growth marketer, Home services, CA

“I’ve got a video somewhere of where we’re all geeking-out because of having the TV on. Watching the Google Analytics and just going nuts”

Group Brand Director, UK

“As soon as the spot ran we saw a huge surge in traffic and conversions.”

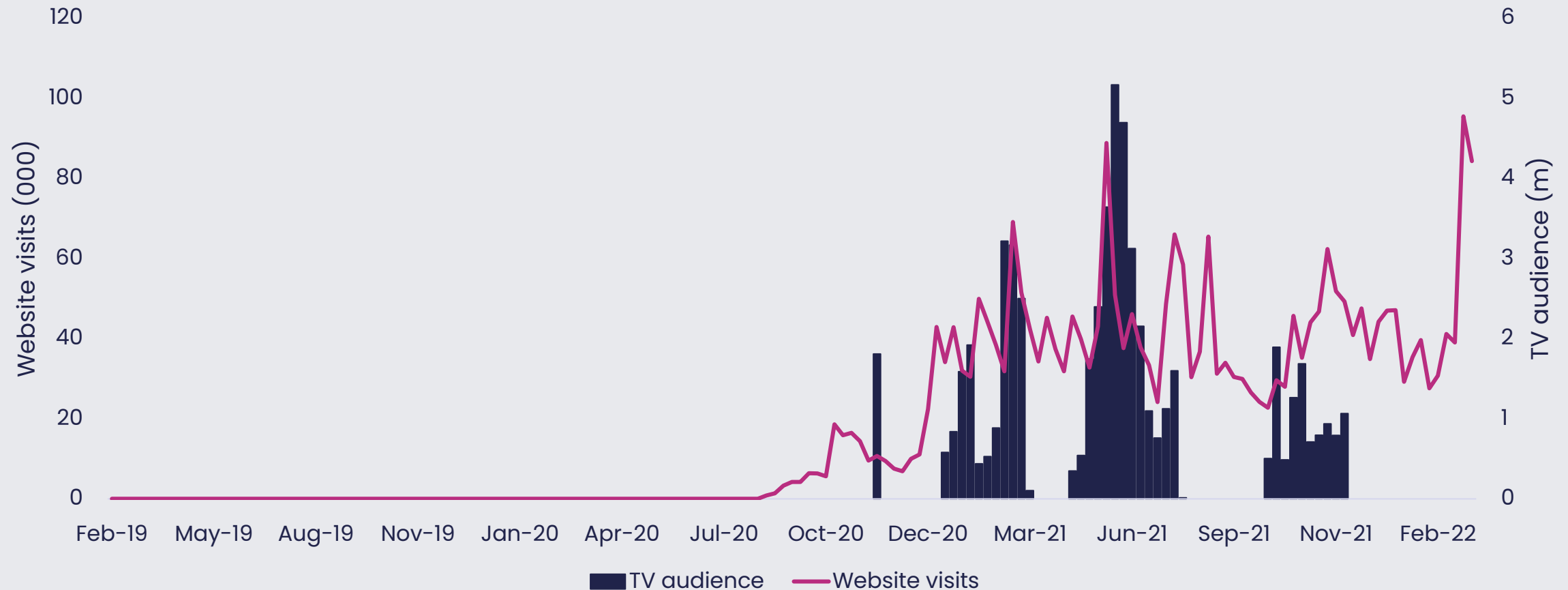
Senior Director, Direct to Consumer, UK



We saw it again and again in the 10 brands we modelled

For example, this accessories brand saw a huge and noticeable response to TV on their website

Accessories

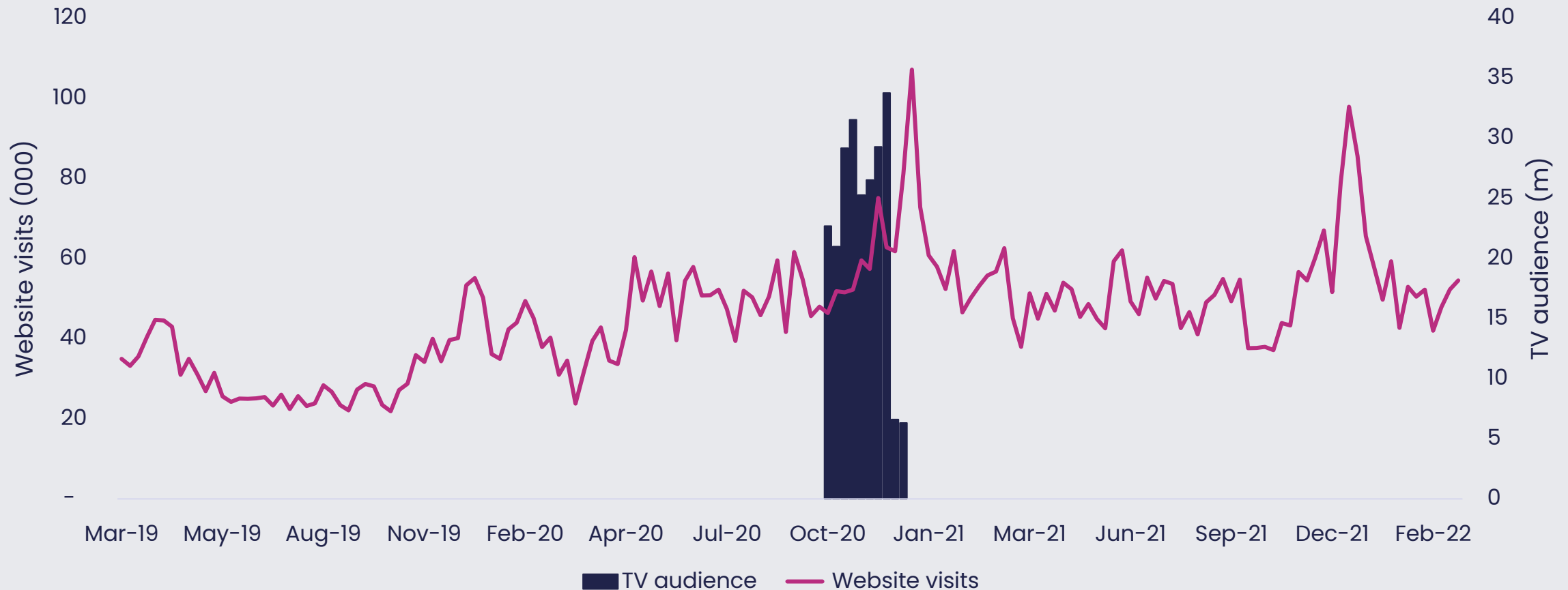




It's even clear in B2B

This business support brand got a visible build in visits through their campaign

Business support

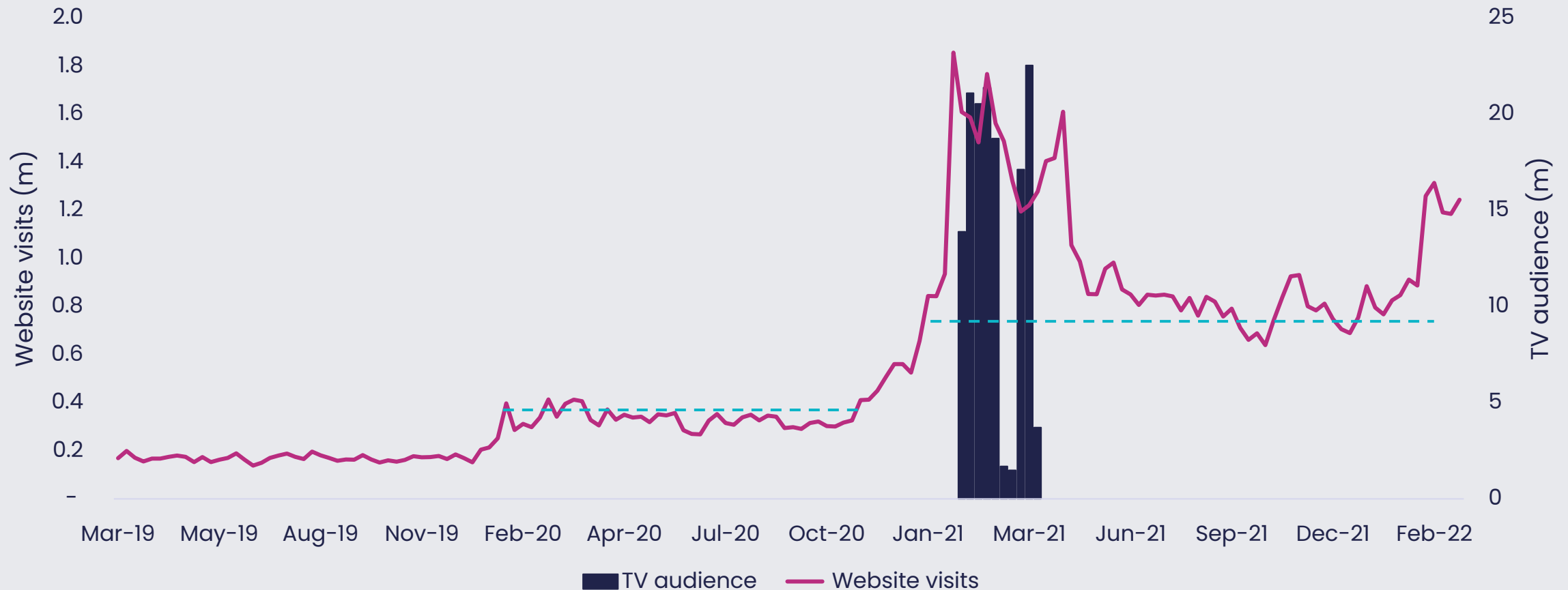




And, for a category leader TV can bring a sustained change in web visits

With the help of a great TV creative this financial services business remained bigger after TV

Financial services



“During the campaign, leads were up 60% vs. the previous year. Now, several months later, we’re up 36%. We expect it will level out at 20–25%. We will then invest in another campaign, and hopefully after that it settles at 30% or higher”

Growth marketer, Home services, CA

Across 6 new to TV scaleups

26m

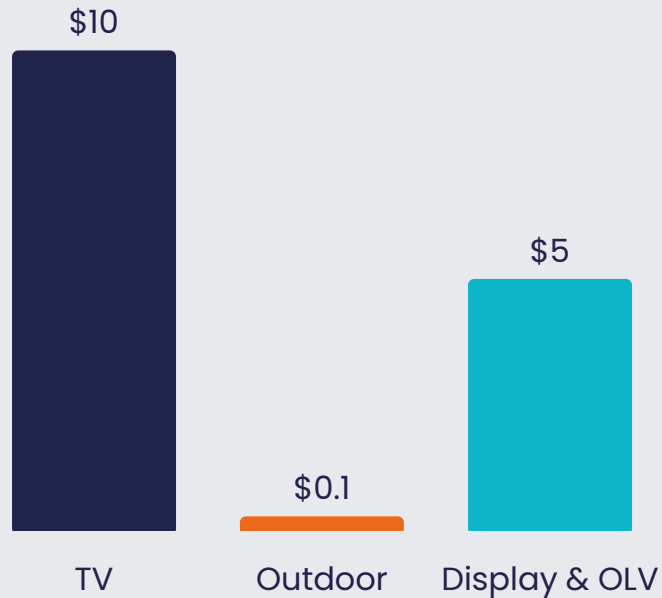
website visits were
driven by TV

That's up to
31%
of all traffic

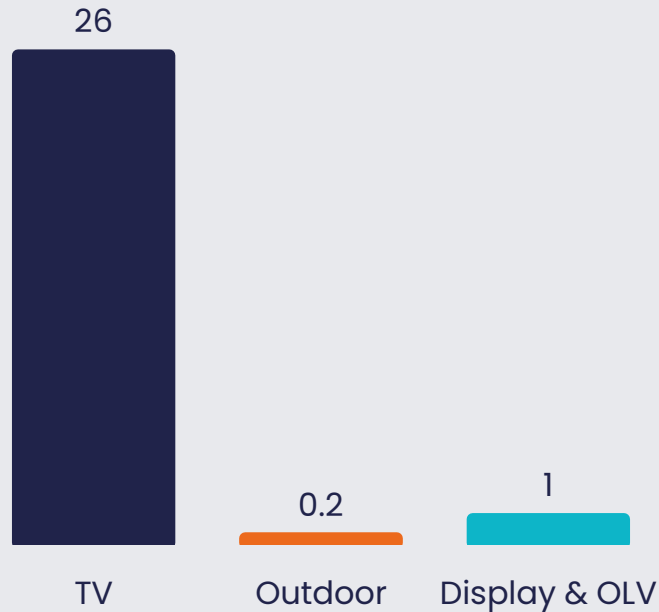
And TV visits were good value for money vs other media channels

Lower cost per visit than Outdoor and Display & OLV

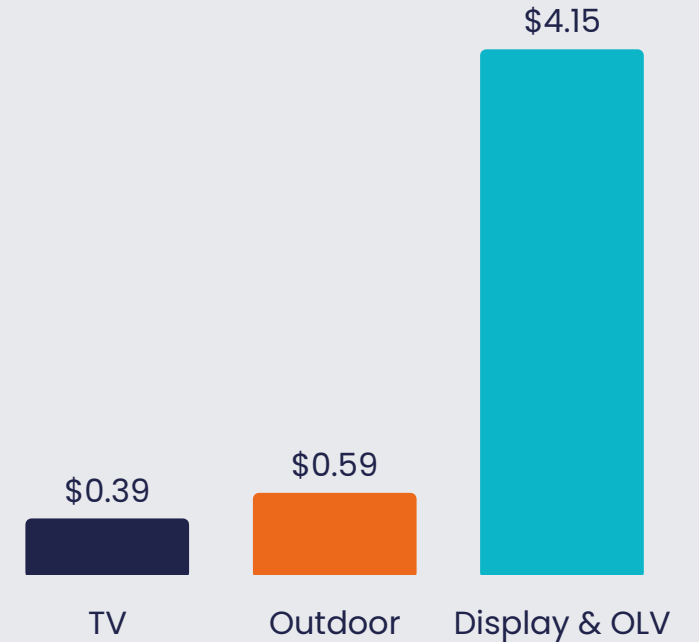
Spending
(\$m, 6 scale ups)



Website visits
(m, 6 scale ups)



Cost per visit
(\$, 6 scale ups)



These brands spent a lot on TV

So we expect a lot of visits

Spend ÷ visits reveals value

And our benchmarks tell us that
TV is typically

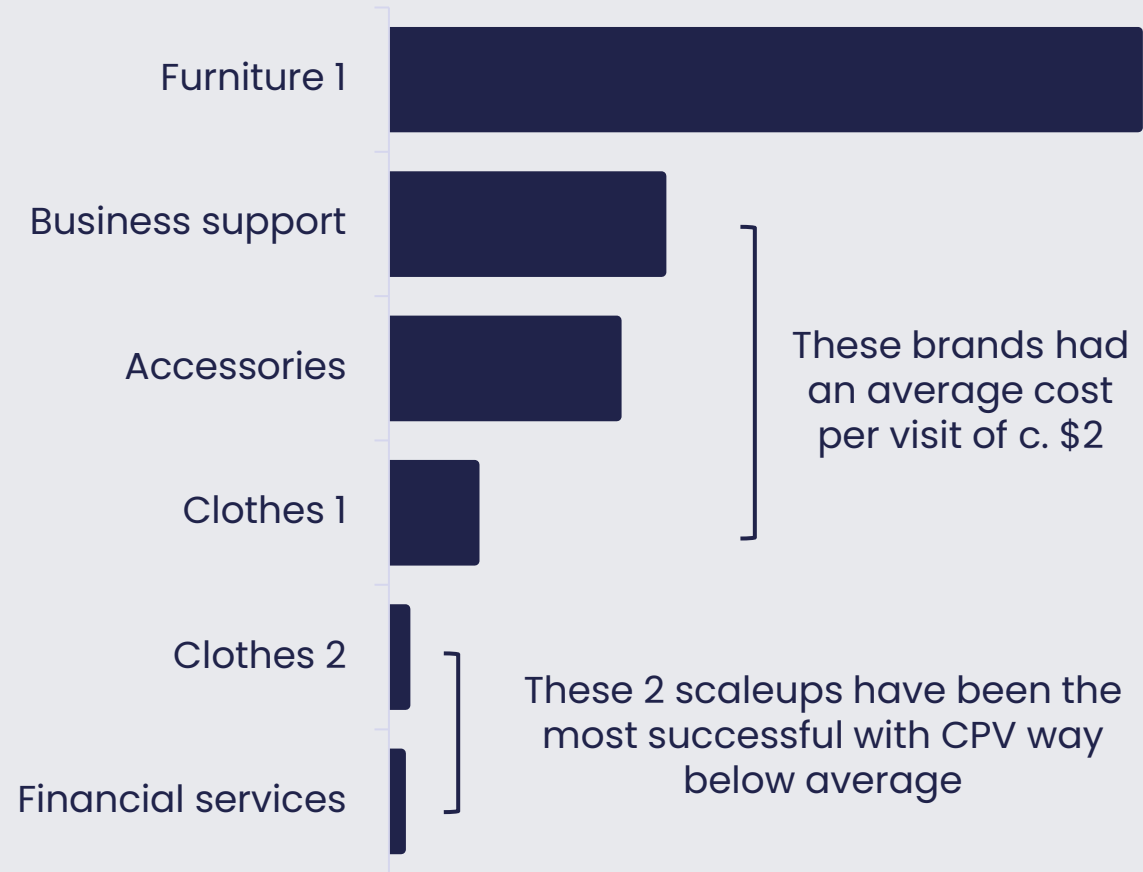
2x

more effective than
Social

Cost per visit was on average \$2 for half of our scale ups

With cost per visit ranging from \$7 for an expensive product to \$0.12 for the brands driving category change

TV cost per visit for 6 scale ups



- \$2 cost per visit is comparable to £2 benchmark from our UK study
- Some variation comes from:
 - Expensive item & longer decision cycle
 - Simplistic proposition making life easier
- Compares favourably to SEM cost per click
 - Home & Furniture \$3-\$6
 - Business services \$3-\$5
 - Fashion \$0.50-\$2

“We saw searches for our brand name increase, and we saw clicks involving our brand name increase. That doesn't happen magically. When your revenue driven by brand search goes up by 2-3X, you can look at it and go, oh, this is when our campaign started, and the dates line up”

Growth marketer, Home services, CA

“There is an immediate payoff in terms of traffic and traffic mix. You get more organic traffic and direct traffic”

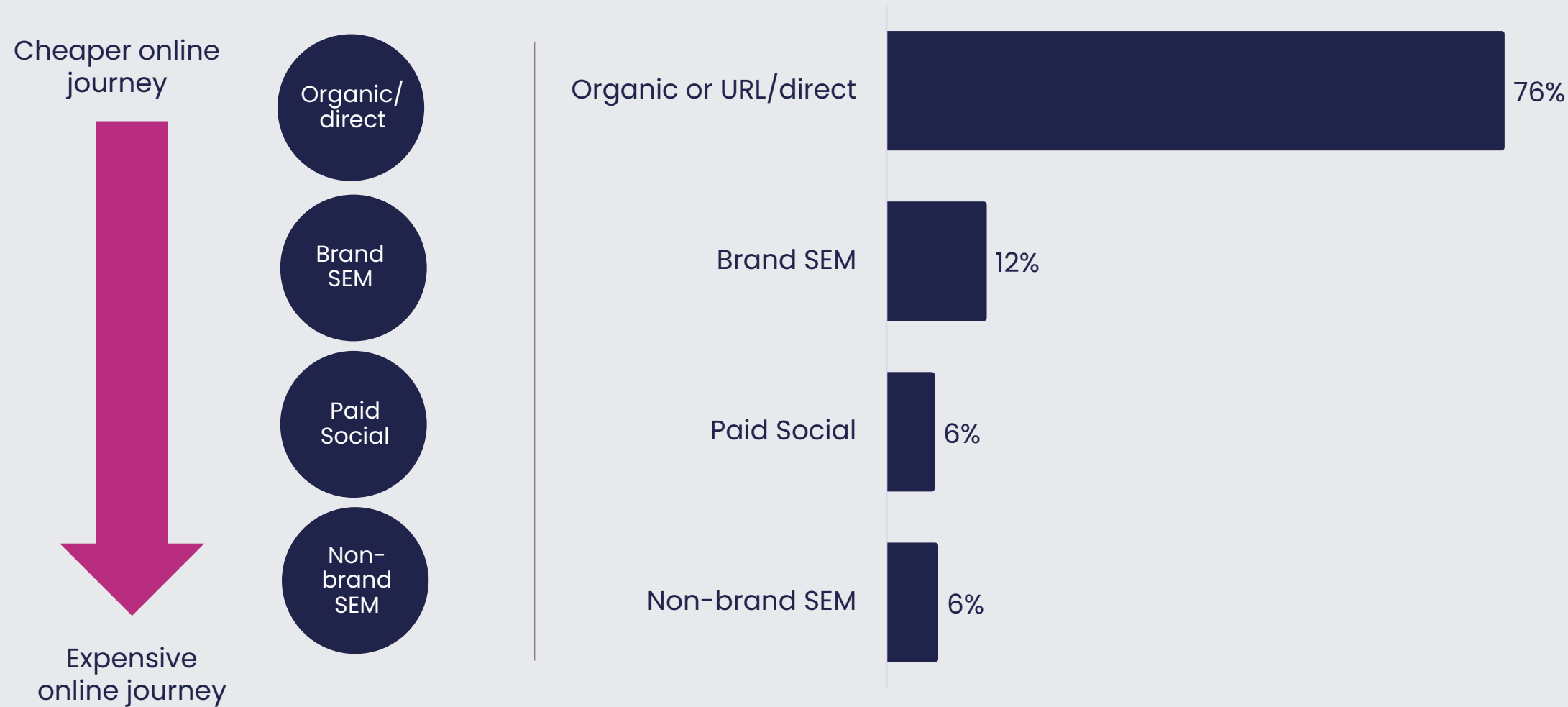
CEO, UK

“When we run TV activity, we see people come to our website both instantaneously and over time. The majority either google our brand or come directly to our website”

Senior Director, Direct to Consumer, UK

Our results confirm the vast majority of TV visits don't incur additional costs in search

76% of TV journeys are free (organic/direct) and a further 12% are cheap (brand SEM)






“The only way we're going to get out of this trap of having to keep pushing money in, of 60% of our sales being driven by marketing, is by generating underlying brand awareness, underlying brand strength. The long-term strategic play, that base sales layer to fall back on”

CEO, UK

TV helps scale ups grow fast

And we just saw the evidence that TV helps in these circumstances

-  TV drives immediate response in your web visits because people watch it with phone in hand
-  TV visits were good value for money vs other channels & incurred little extra costs in search
-  A layer of base sales to rely on if you ever need to switch off + a brand that's a saleable asset

TV works hard for established brands



Across the 4 established brands

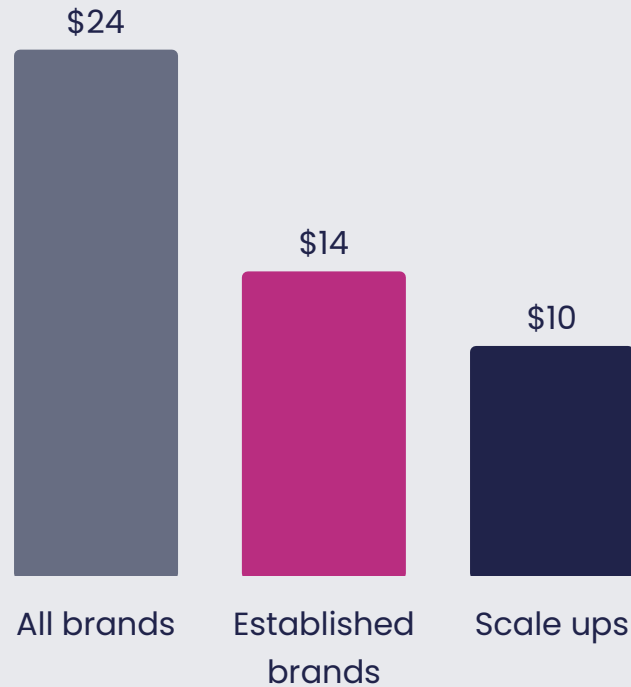
147m

website visits were
driven by TV

Cost per visit was over 4 times lower for established brands versus scale ups

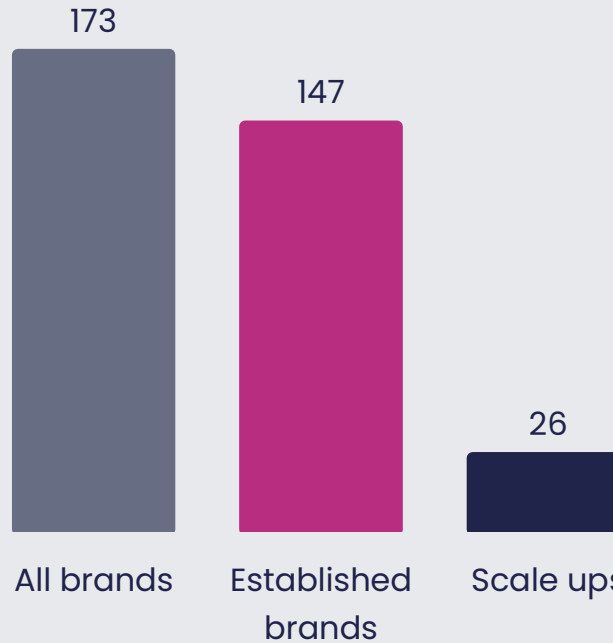
Underlying brand strength helps established brands achieve more for the same money

Spending by brand type (\$m)



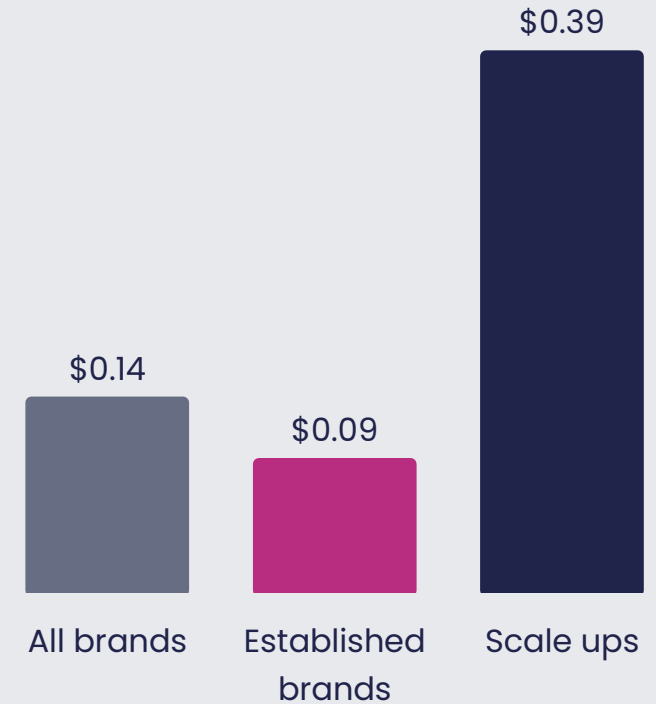
These brands spent a lot on TV

Website visits by brand type (m)



So we expect a lot of visits

Cost per visit (\$)

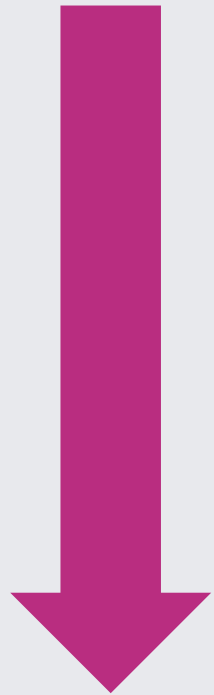


Spend ÷ visits reveals value

Established brands are getting even cheaper TV journeys to their website

A whopping 90% of TV journeys are free (organic/direct)

Cheaper online journey



Expensive online journey

Organic/
direct

Brand
SEM

Paid
Social

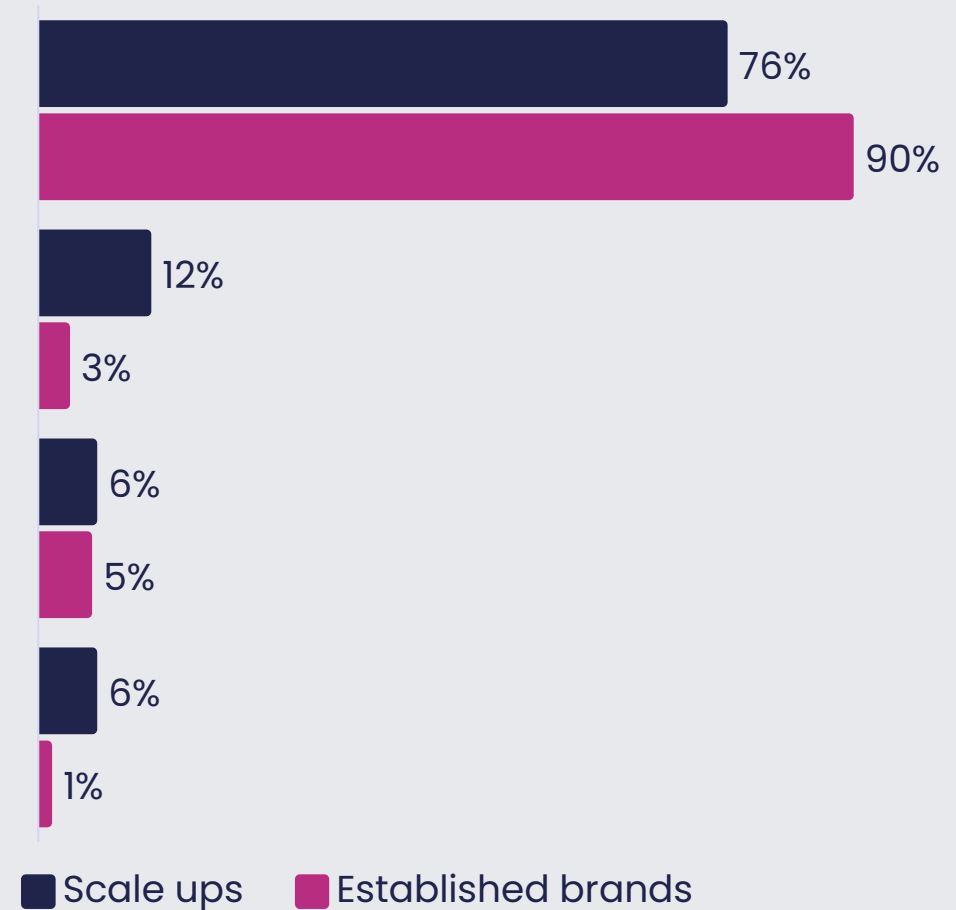
Non-
brand
SEM

Organic or URL/direct

Brand SEM

Paid Social

Non-brand SEM



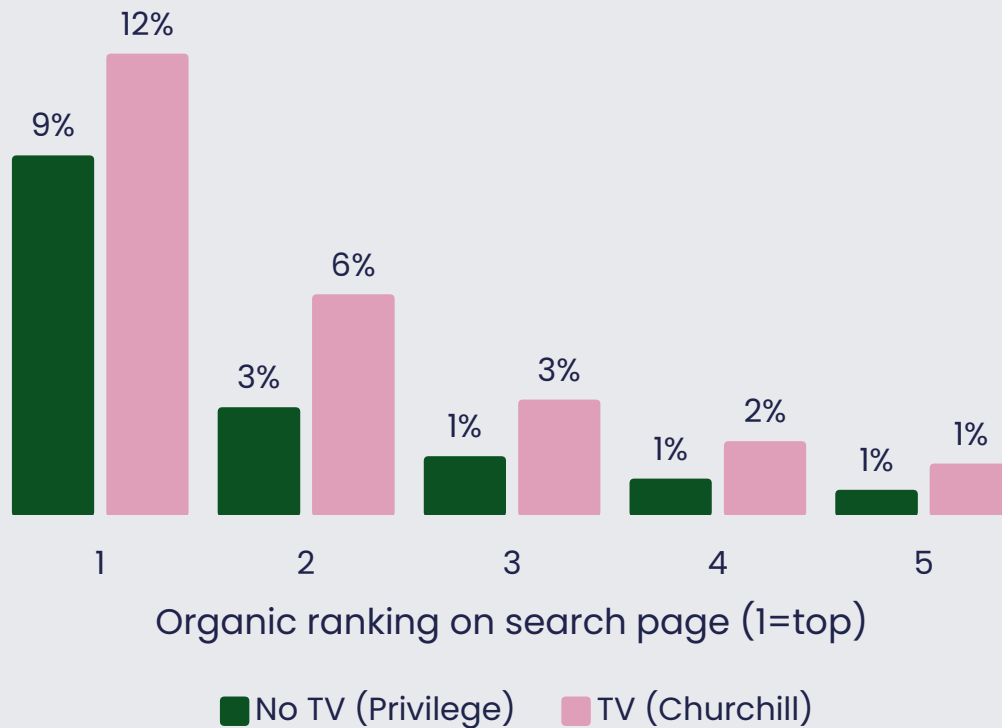
“And our TV also drove better click through rates.
The brand awareness piece really helps click
through rate to become more efficient”

CMO, online financial services brand, UK

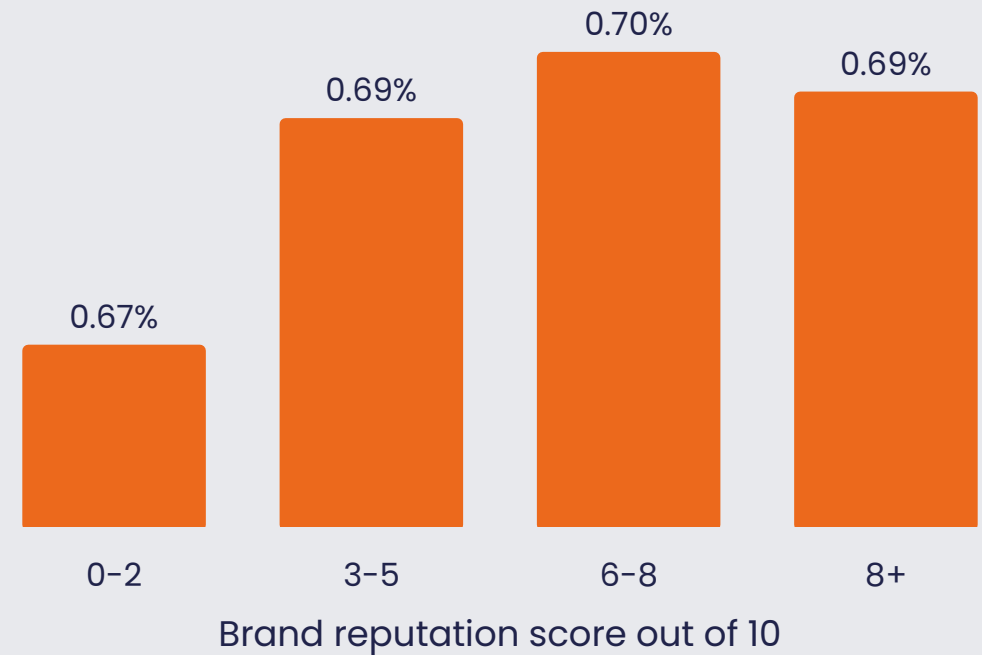
TV makes your search ads more clickable

Shown here in 2 external studies

Click through rate on organic search
vs TV
(insurance)




Click through rate on paid search
vs brand reputation
(e-commerce)



TV works hard for established brands


And we just saw the evidence that TV helps in these circumstances



Cost per visit from TV is 4x lower for established brands where the name is already known

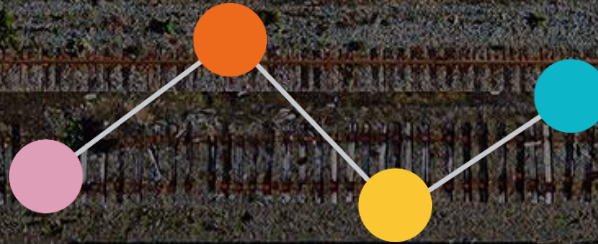


TV drives cheaper visits prompting people to look for the brand not the category



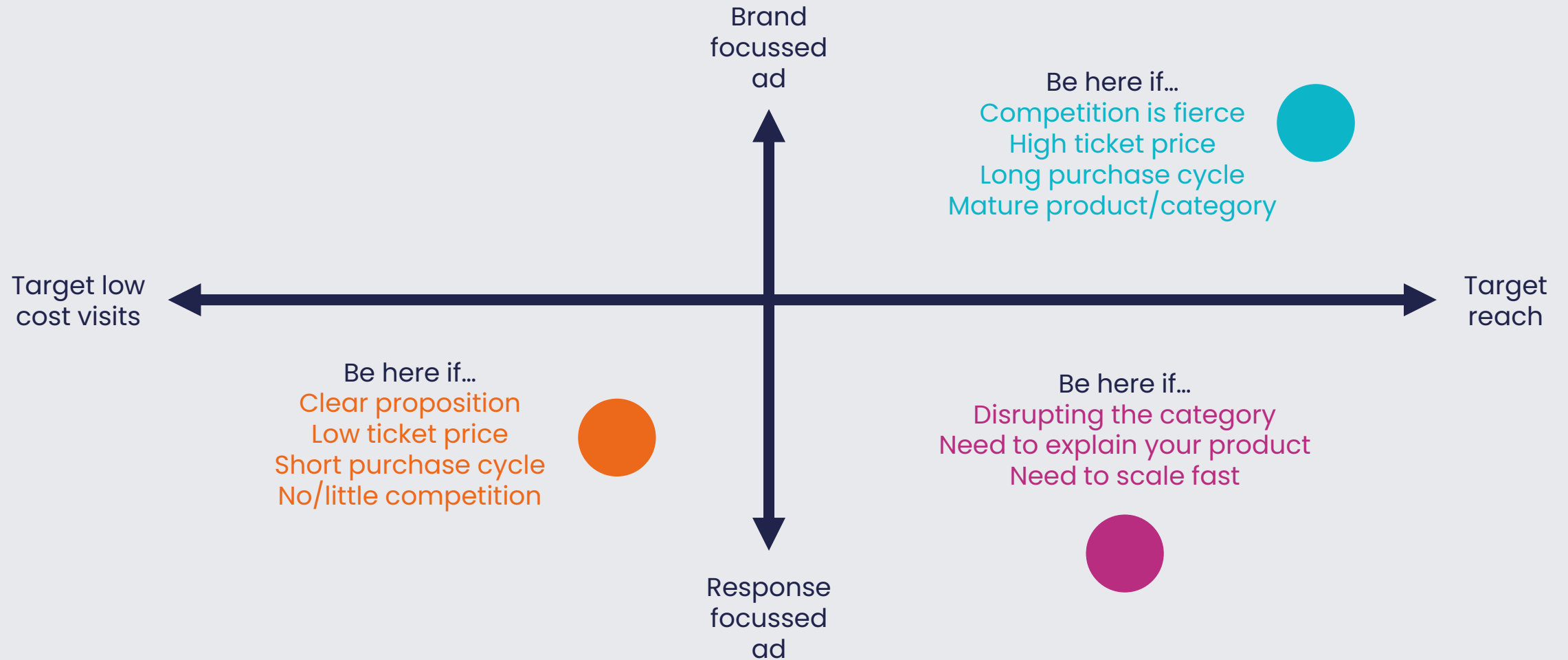
TV makes brands more clickable – it has a positive effect on click through rates in organic and SEM

Tips for your next campaign



01 Set the strategy according to the trigger for brand building and how hard the sell is

There are different ways to use media channels like TV and OOH



02: Make sure you are visible in the search environment

“When we’re on TV, a lot of people will Google our brand, so search becomes more elevated in importance, because we just got a lot more branded search volume coming through. We need to make sure that, ultimately, people come to our site and not get diverted elsewhere. So yes, it will cost us a bit more when we run TV”

Senior Director, Direct to Consumer, UK

02: Make sure you are visible in the search environment

“Over the years, in all campaigns that I have run, one thing remains constant. Once you leverage TV as a medium, branded searches grow. This is a great opportunity to nurture this new found intent”

“When we are running campaigns that include high awareness tactics like TV, we make sure SEM is being topped up because of the intent these tactics generate”

Head of marketing, Consultancy, CA

03: Put the right measurement tools in place

“The effect of TV is such an ambiguous and very difficult story to tell. It is very, very, very hard”

Head of marketing, Consultancy, CA

Test and learn & measurement strategies

Some are better than others!

Immediate effect bump in sales	YoY comparisons	Movement in share of search	Econometrics from a reputable provider
Pre and post campaign tracking dips	One region or one city blitz vs. control	Platform or media owner analysis	Automated or quick and dirty market mix modelling
Understand demand in detail using search data	Media agency econometrics	Identify the right metrics to watch when you're on air	In house data scientist does econometrics






With care



Recommended

Your next campaign – here's how to do it

Your planning and measurement cycle is key

-  Know when it's time for TV based on your brand strategy and positioning
-  Keep brand SEM & performance marketing on while on TV to harvest the demand
-  Ensure you put the right measurement tools in place to understand what's worked

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Tips for
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