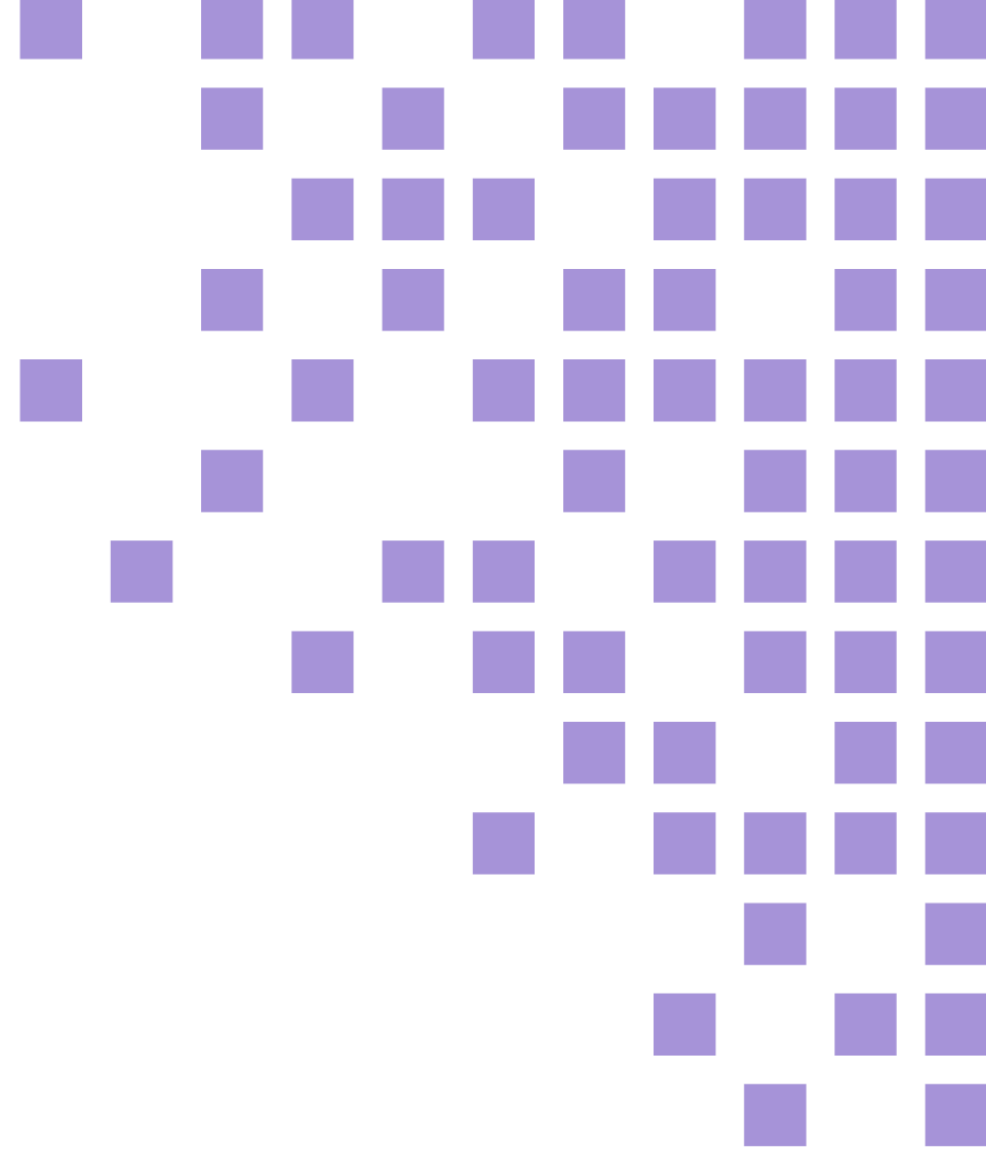


# TV Works

## Proving TV's Effectiveness, Campaign by Campaign

April 22<sup>nd</sup>, 2026

**think**tv



# Agenda

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## Introduction to EA

Campaign-level outcomes measurement for TV: why and how

TV's impact on sales and foot traffic: results

Conclusion



# Environics Analytics

Canada's leading provider of 3<sup>rd</sup> party data, analytics & marketing services since 2003

Trusted by 700+ clients across all industry sectors

Partnerships with all major agencies, platforms & publishers

280+ employees; from data scientists to marketing strategists

Second company globally to become ISO 31700-1 Privacy by Design Certified



# Environics Analytics: Data to Outcomes

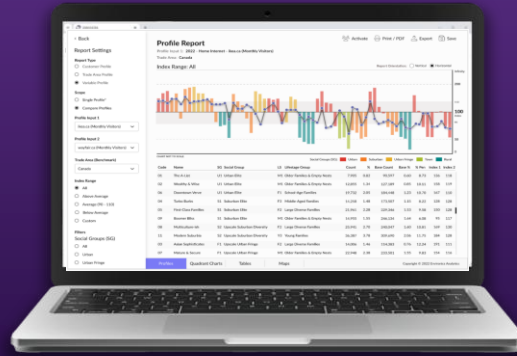
## DATA

Over 50,000 Privacy Compliant Variables at the 6-digit Postal Code Level



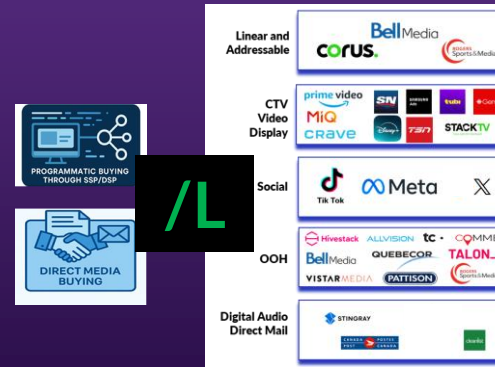
## INSIGHTS

Purpose-Built Insights Platform & Custom Analytics Projects



## ACTIVATION

1st & 3rd Party Data-Based Audience Activation in All Media Channels



## OUTCOMES

Media Measurement & Partner Collaboration with Secure Clean Rooms



# Agenda

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Introduction to EA

## Campaign-level outcomes measurement for TV: why and how

TV's impact on sales and foot traffic: results

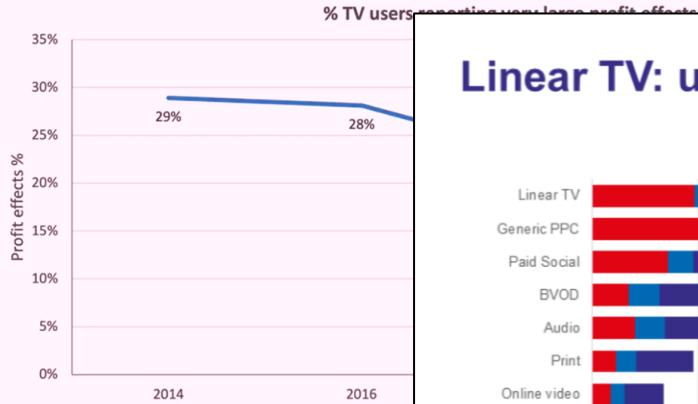
Conclusion



# So what?

# We already know TV works

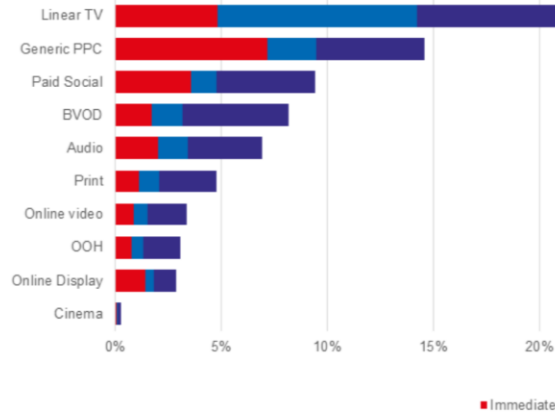
## TV's impact on profit



IPA

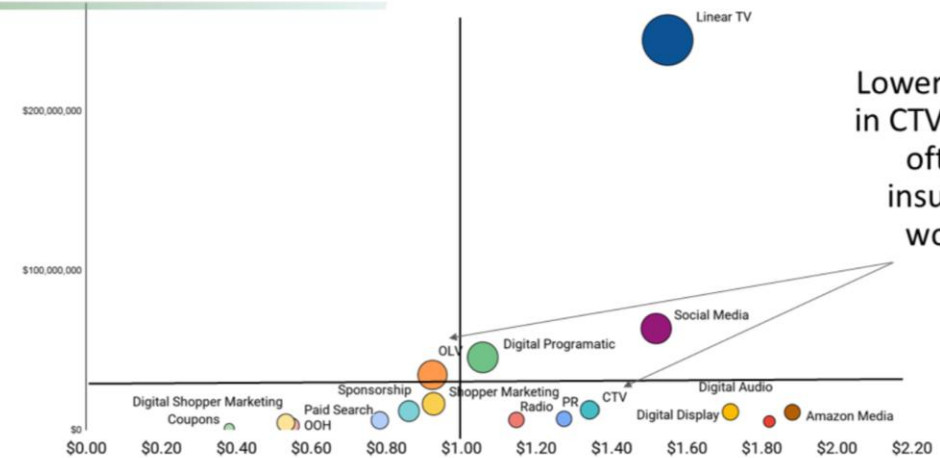
Source: IPA Databank 2010-2022 for profit cases

## Linear TV: unmatched as the total Profit ROI volume driver



Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquity, EssenceMediacom, Gair Mindshare, Wavemaker UK. Immediate contribution = same week as advertising. Carryover =

## Linear TV dominates, driving 50% of measured Profit

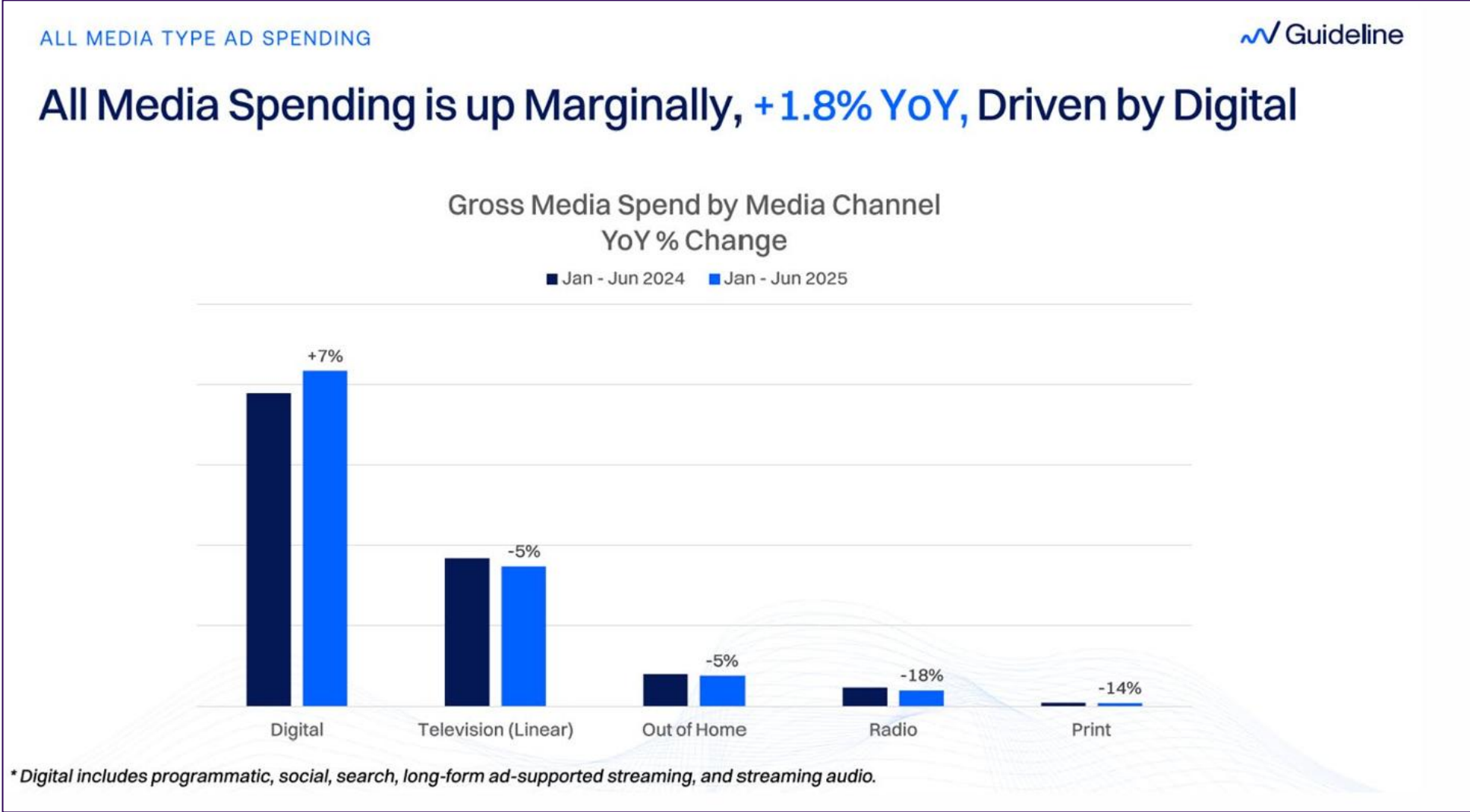


Lower Short-Term ROI in CTV Only and OLV is often driven by insufficient media working dollars

miix analytics

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# Why is this happening then?



# Gap = campaign-level outcomes measurement

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27 Mar 2026 | [Mark Stephenson](#) | 

## **TV was always performance. We just forgot how to prove it**

The industry has never lacked proof that TV works. Decades of research show it drives both short-term sales and long-term brand growth.

What it hasn't always had is granular, campaign-by-campaign evidence. That gap has shaped behaviour. Under pressure to demonstrate results, advertisers have shifted budgets towards channels where performance is easier to measure, even if those channels are not always the most effective. But this is changing.

# Global investment in outcomes measurement for TV



A TV outcomes measurement platform is 'weeks to months away'

foxtel



ITV, Sky, C4 reveal Lantern audience measurement launch



# Global investment in outcomes measurement for TV

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 **COMCAST**  
ADVERTISING

Comcast  
Advertising Launches Outcomes+, a  
Next Gen Targeting and Attribution  
Solution Across Traditional and  
Streaming TV



**Bell**  
Media

October 22, 2025

**Bell Media and Environics Analytics Launch Outcomes  
Measurement: A New Campaign Solution for TV**

# Mental availability

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“Mental availability measures how likely your brand is to come to mind, compared to competitors, when a purchase occurs”



Professor Karen Nelson-Field  
Founder and CEO, Amplified Intelligence

# Filling a gap in a measurement portfolio

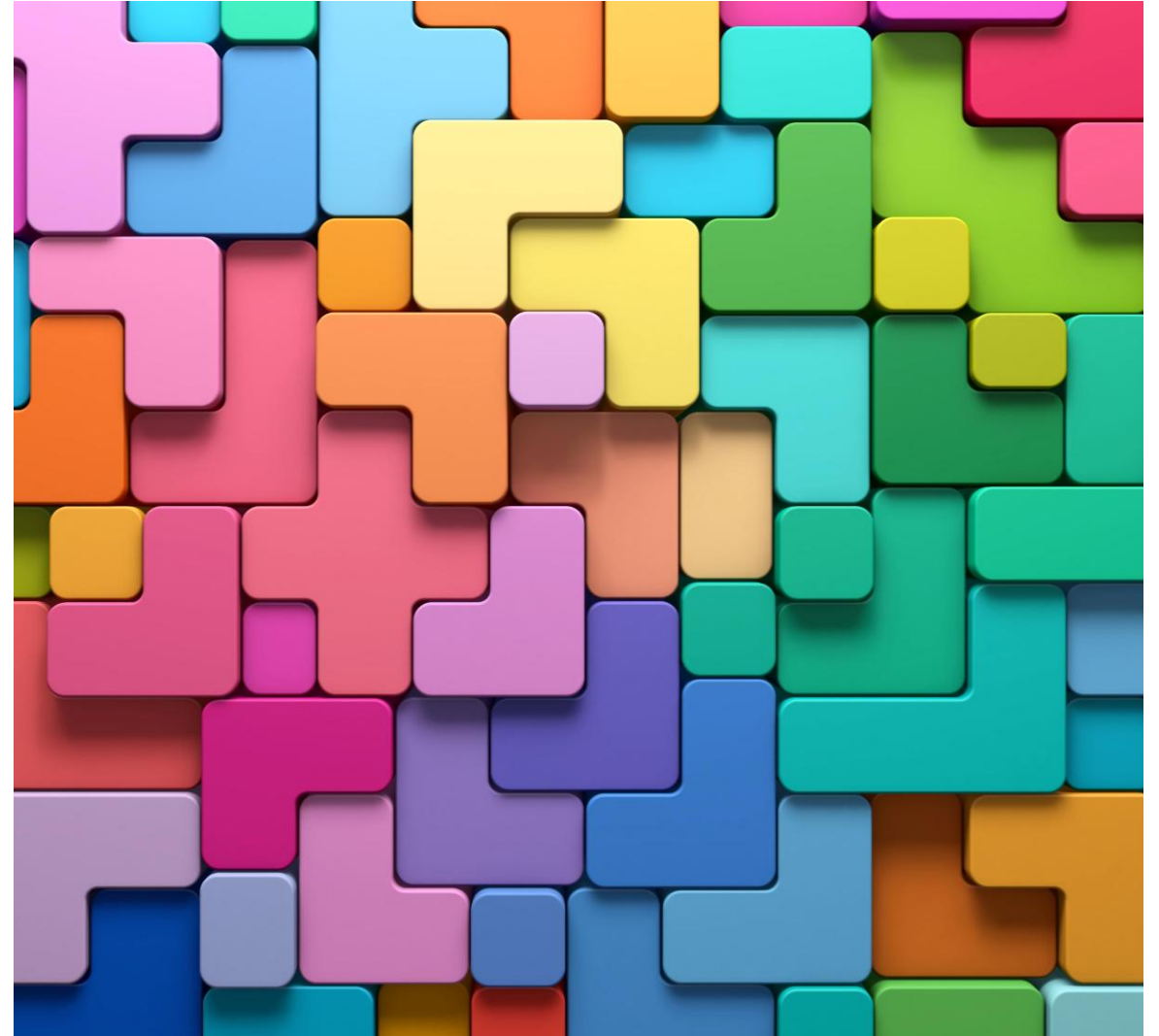
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Other factors impact an outcome

TV campaigns drive other outcomes (e.g. brand building, brand fame etc)

Key foundational pieces for making TV campaigns work even harder going forward:

- 1) benchmarking
- 2) insights into specific audiences that responded particularly well



# The role of campaign-level reporting

## 6 SIMPLE FITNESS TIPS YOU SHOULD FOLLOW DAILY



WAKE UP AND  
DRINK WATER



WORKOUT  
IN THE MORNING



FIND A FIT  
FRIEND



WALK WHERE  
YOU CAN



EAT THE RIGHT FOODS  
AND PORTION EACH MEAL



GET TO BED  
ON TIME



# Methodology overview

---

Set top box data for campaign exposure (all channels)

Viewing data modeled to national estimates

Sales data modelled to reflect all grocery sales

Exposed vs unexposed (campaign + 2 weeks)

SKU-level sales for core and halo products

Foot traffic to locations

Audiences profiled against PRIZM® and SocialValues



# Agenda

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# Headlines

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**90%** of campaigns studied showed short-term incremental sales lift

**Over two thirds** of campaigns studied showed short-term incremental lift in foot traffic to locations

# Sales

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## Headlines



7%

Average incremental purchasers

8%

Average incremental conversion lift

19%

Average incremental sales lift

90%

of campaigns studied showed incremental lift in purchasers, sales and conversions

# Significant gains in conversion, sales lift and sales



Conversion Lift: **18.5%**

Incremental Buyers: **11,179**

Sales Lift: **26.9%**

Incremental Sales: **\$371,337**

### Conversion Rate



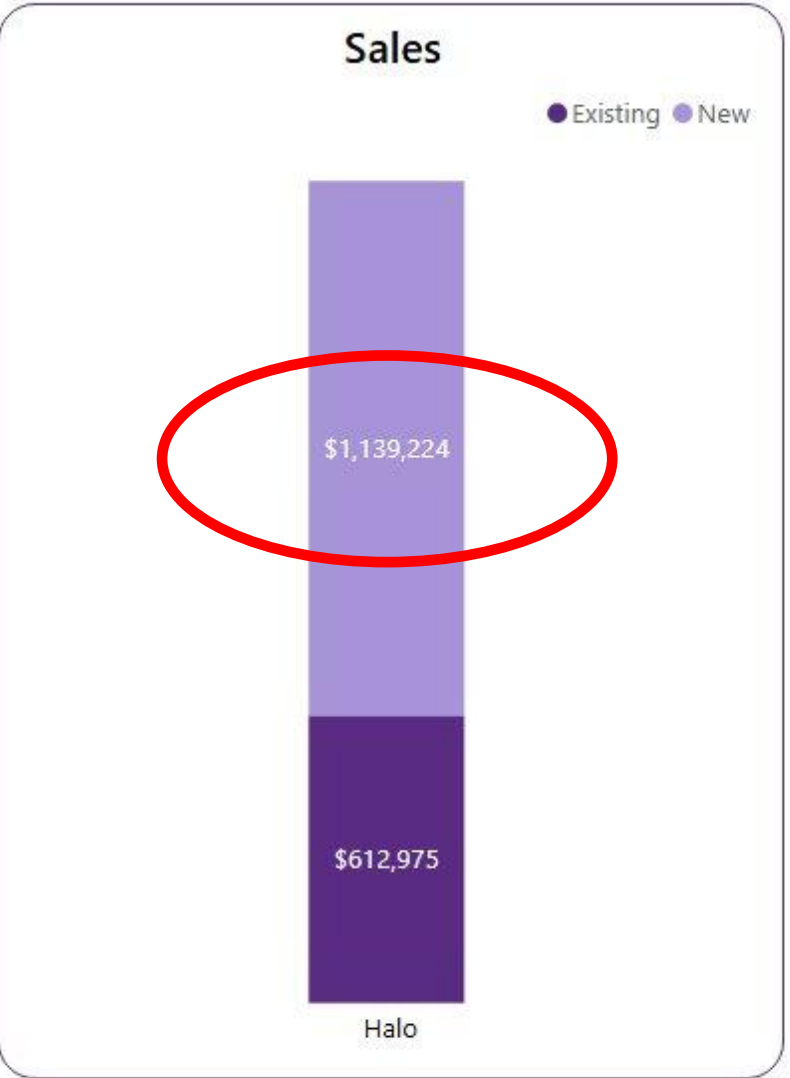
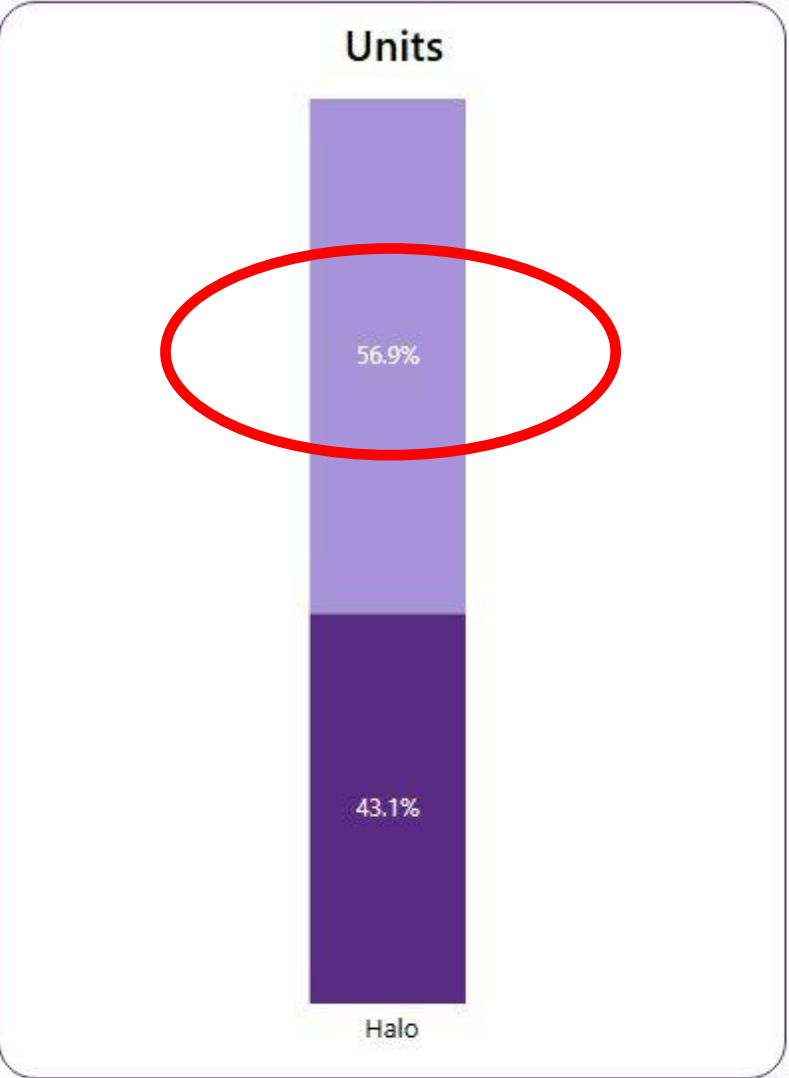
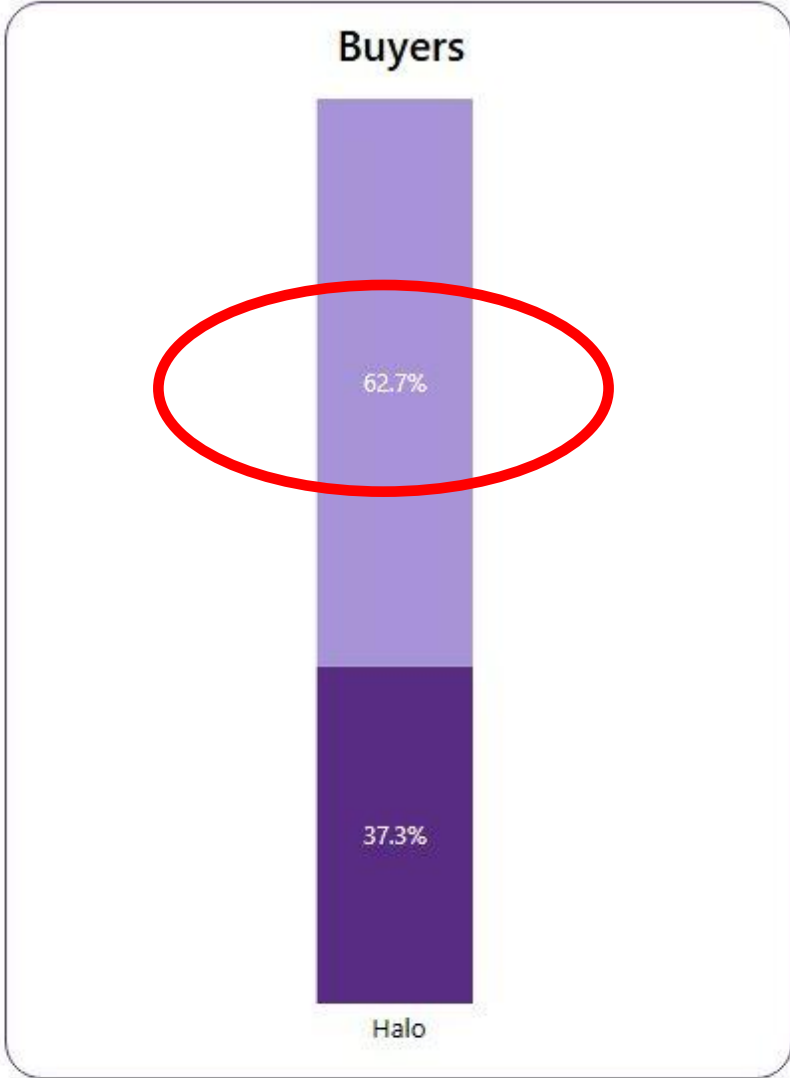
### Sales \$



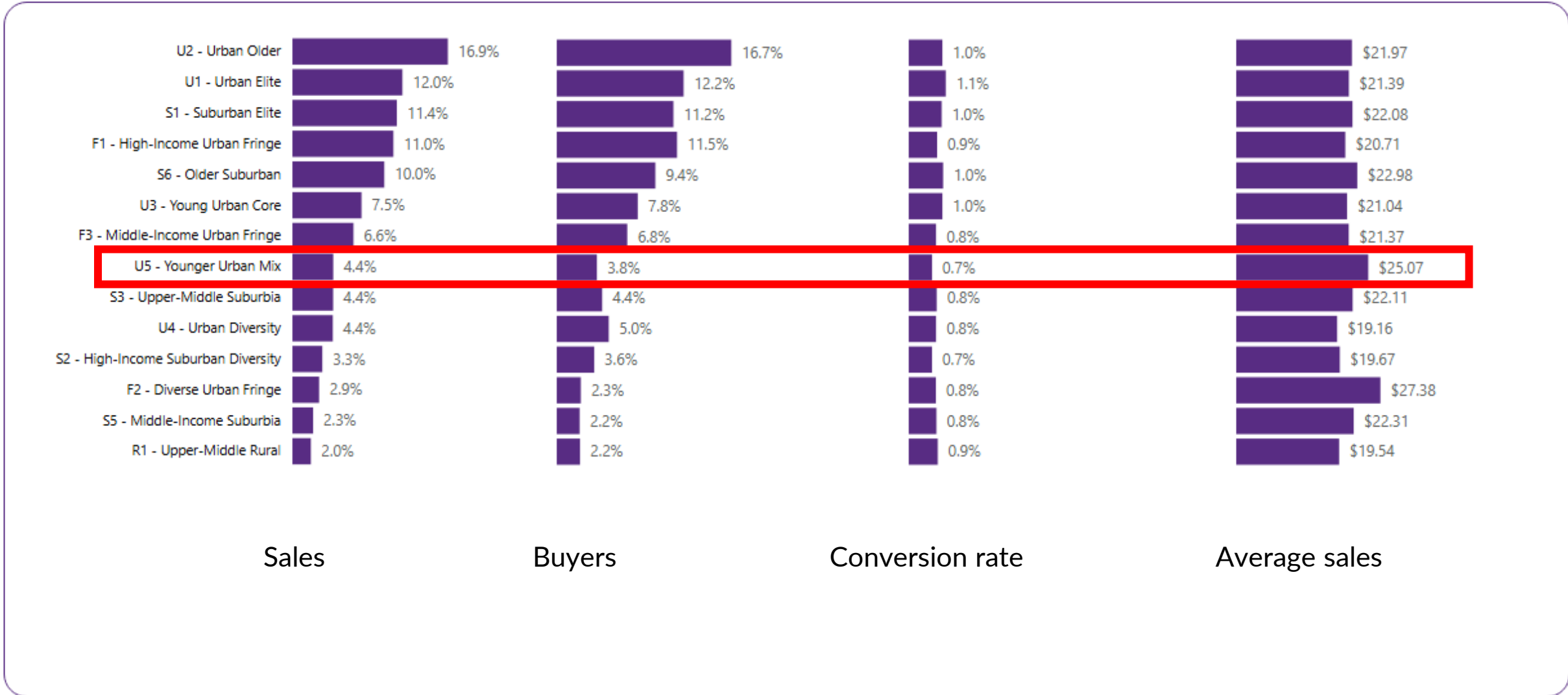
### Average Sales



# TV bringing new buyers to the brand



# Target improving conversion rate for high-value segment





# Strong sales lift to core and total incremental sales

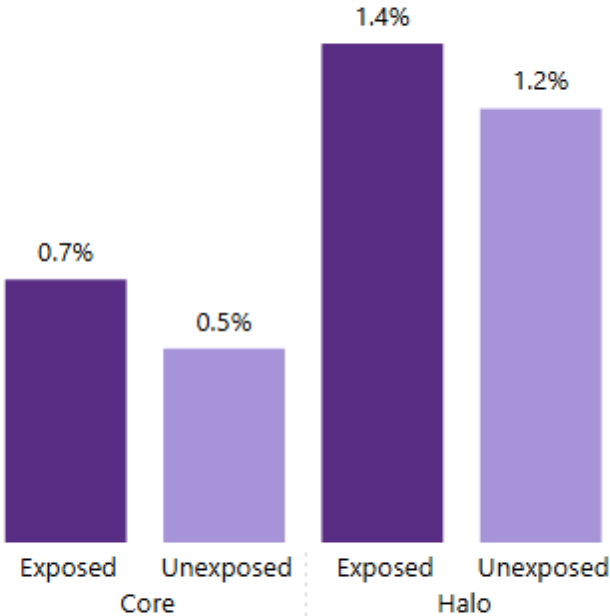
## Core

Conversion Lift: **35.6%** Incremental Buyers: **15,260**  
 Sales Lift: **49.4%** Incremental Sales: **\$342,531**

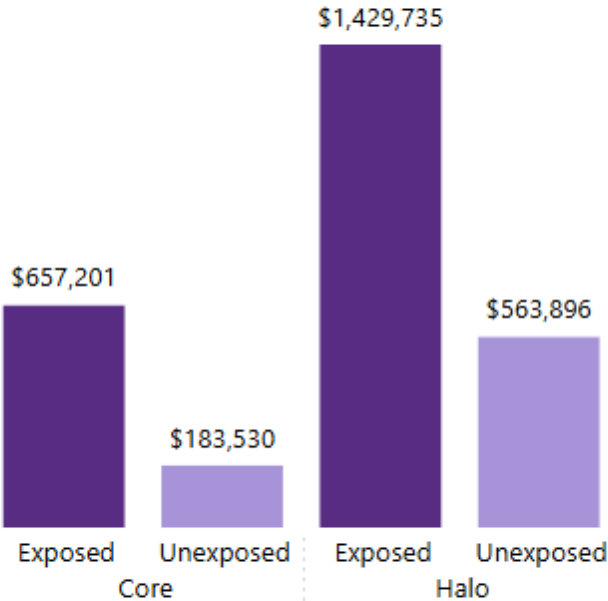
## Core + Halo

Conversion Lift: **15.0%** Incremental Buyers: **15,846**  
 Sales Lift: **47.0%** Incremental Sales: **\$549,214**

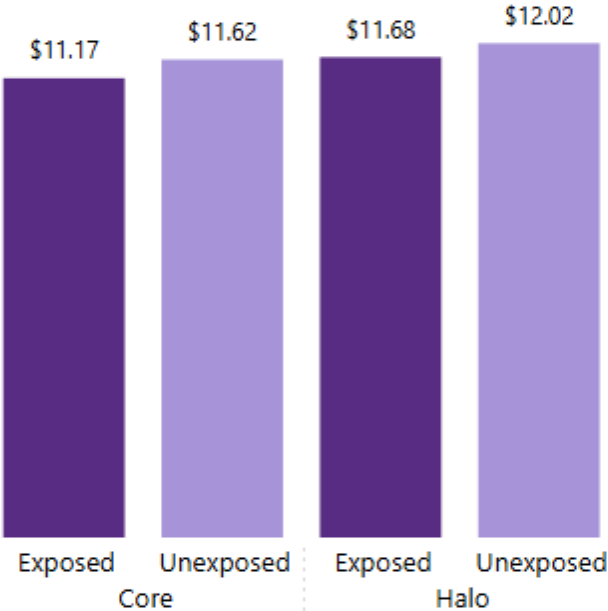
### Conversion Rate



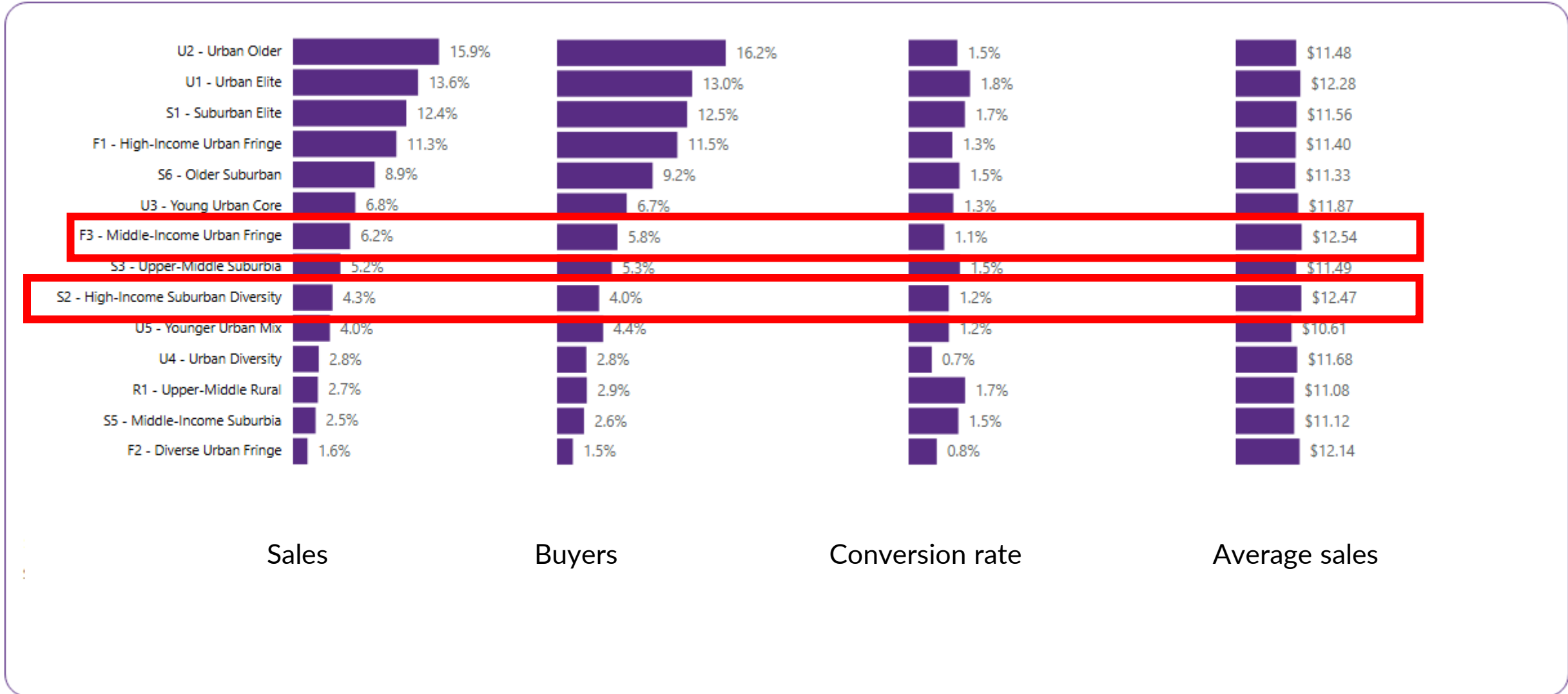
### Sales \$



### Average Sales



# Focus on improving conversion rates to high value audiences



## Strong performance for core and total incremental sales

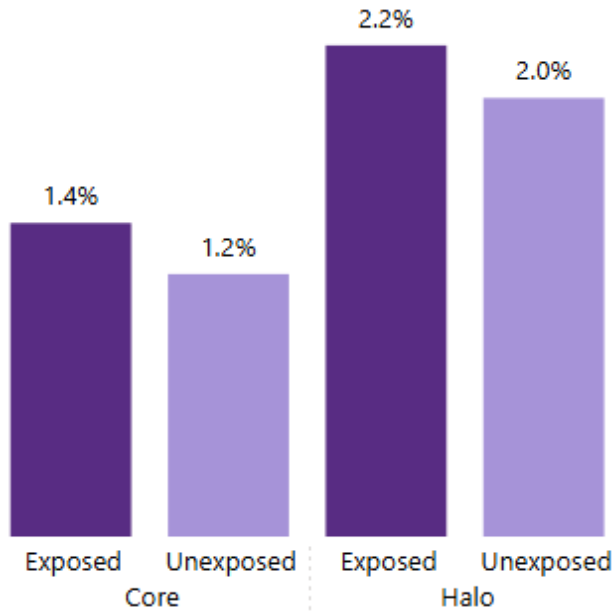
### Core

Conversion Lift: **19.4%**    Incremental Buyers: **17,488**  
 Sales Lift: **18.9%**    Incremental Sales: **\$282,052**

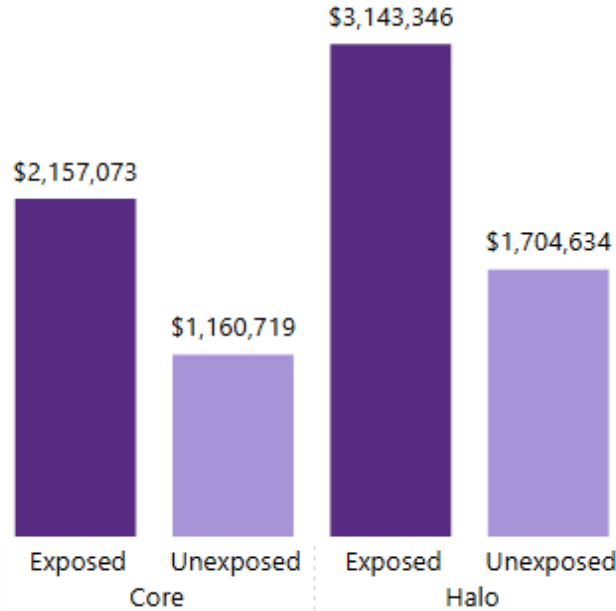
### Core + Halo

Conversion Lift: **12.0%**    Incremental Buyers: **17,834**  
 Sales Lift: **27.0%**    Incremental Sales: **\$527,779**

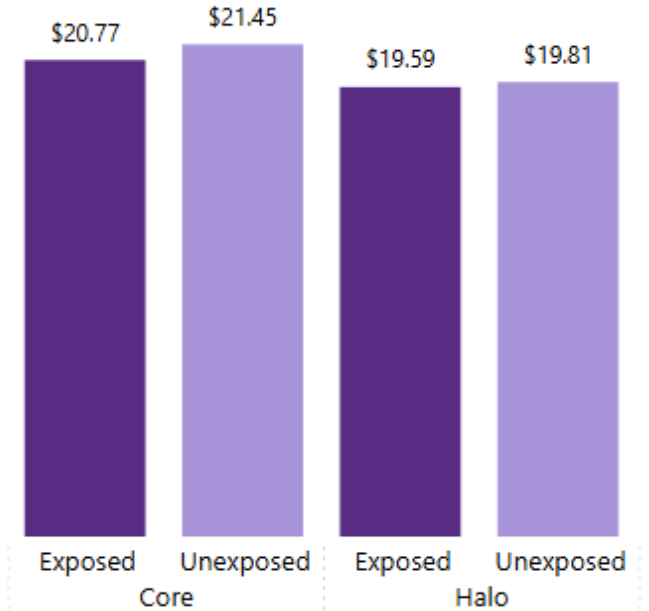
#### Conversion Rate



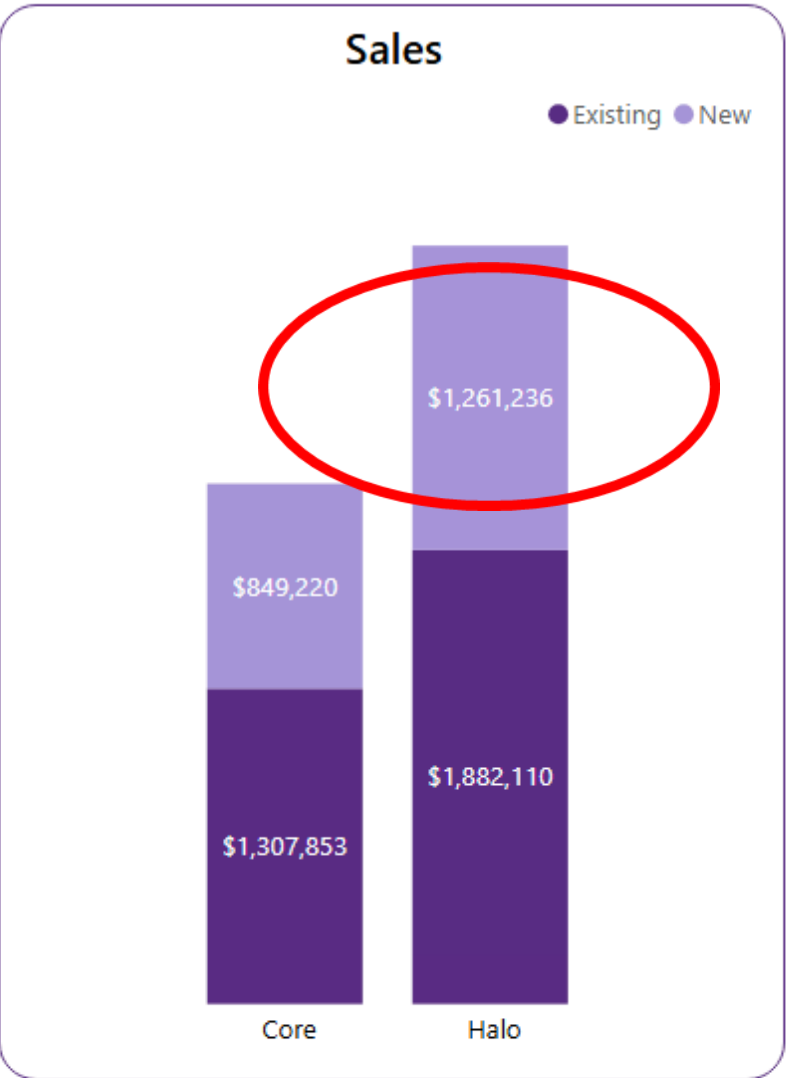
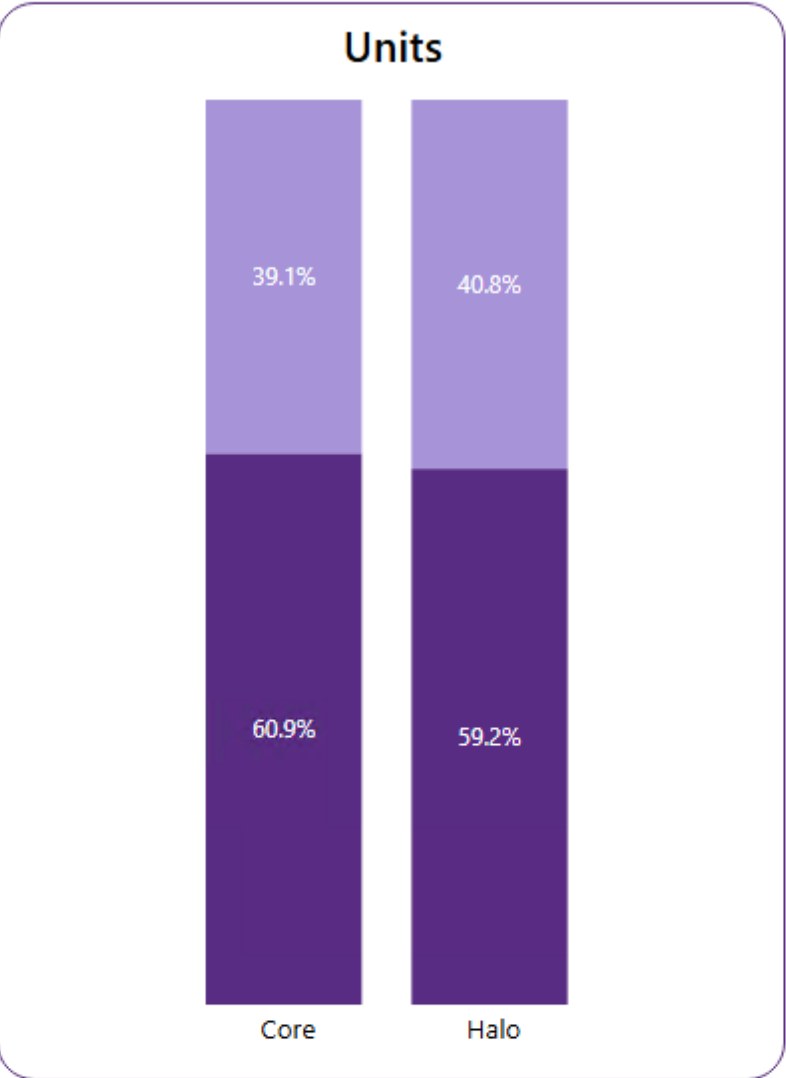
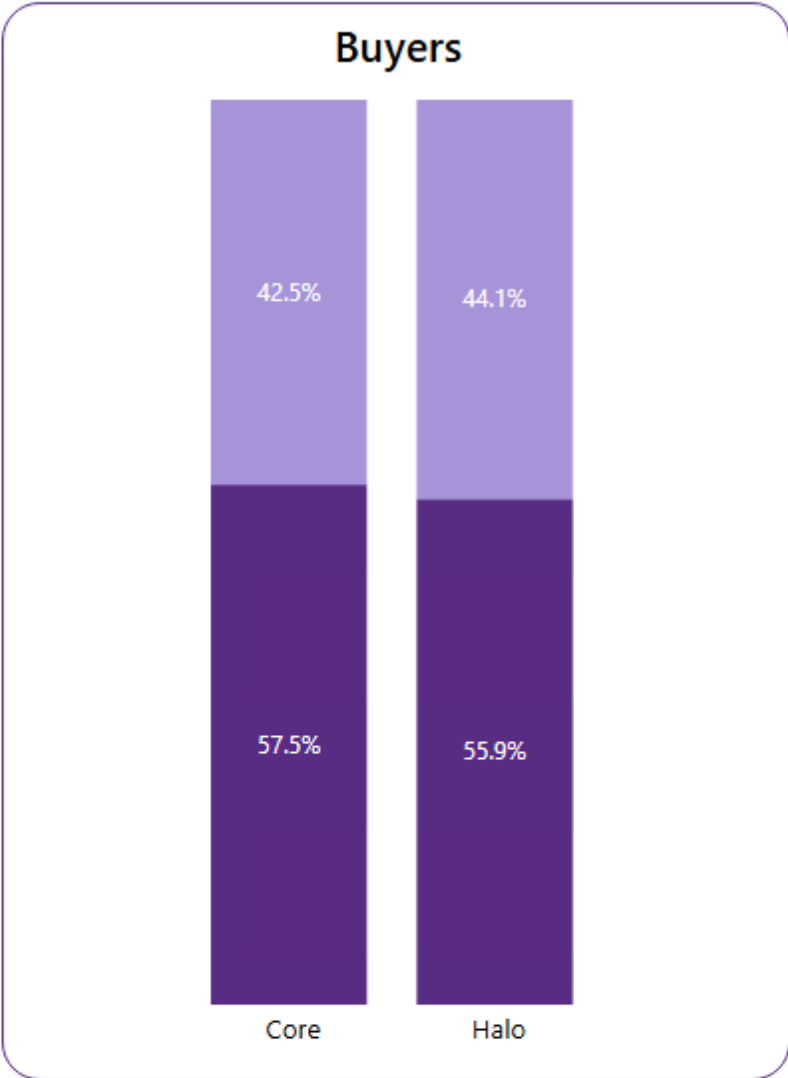
#### Sales \$



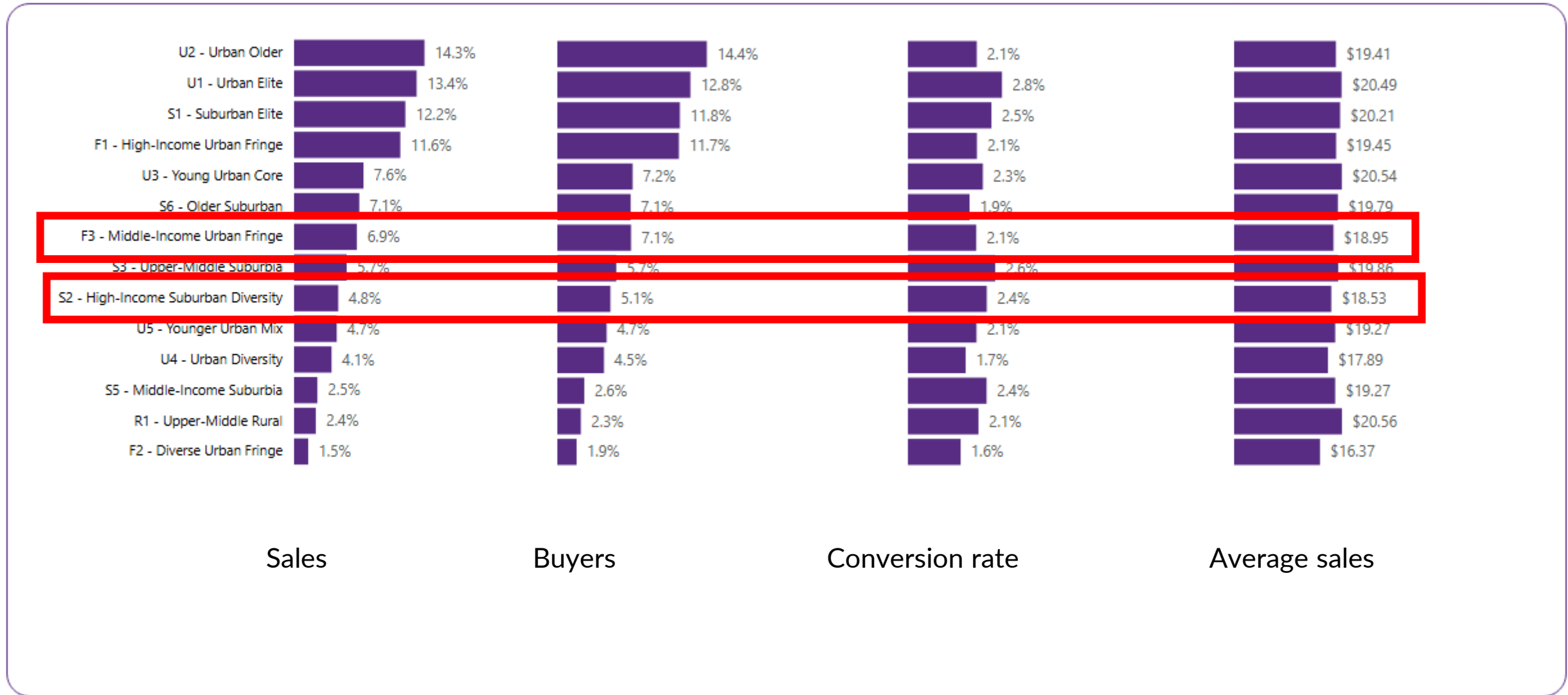
#### Average Sales



# TV bringing significant new sales



# Focus on increasing average sales to audiences who convert well





# Solid performance in a slower period

## Core

Conversion Lift: **8.8%**

Incremental Buyers: **16,155**

Sales Lift: **8.5%**

Incremental Sales: **\$200,805**

## Core + Halo

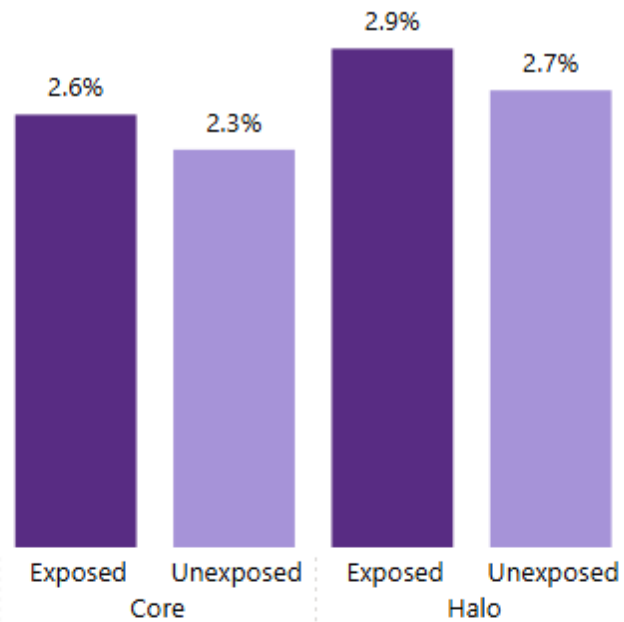
Conversion Lift: **9.1%**

Incremental Buyers: **19,251**

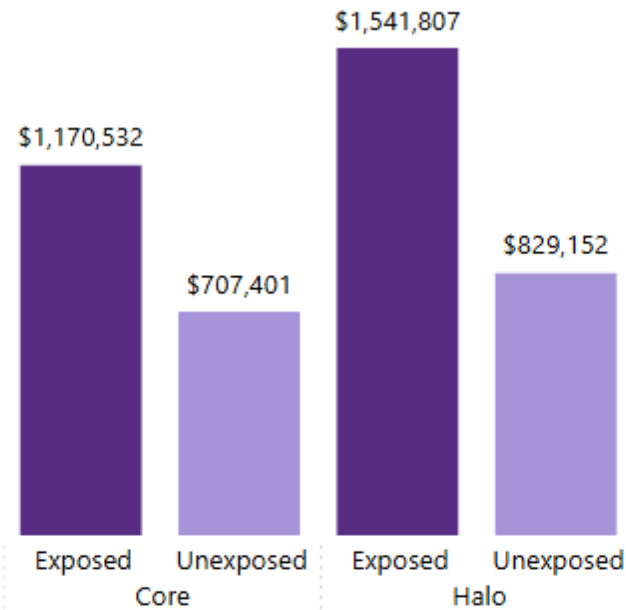
Sales Lift: **8.1%**

Incremental Sales: **\$220,880**

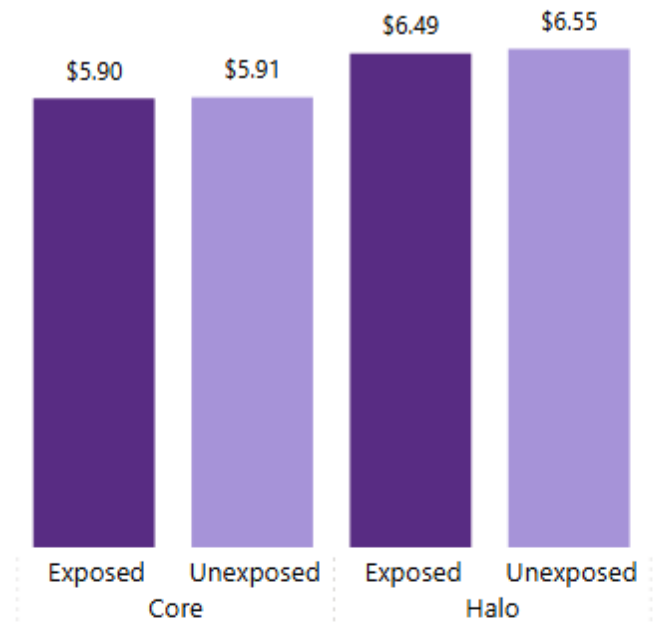
### Conversion Rate



### Sales \$



### Average Sales



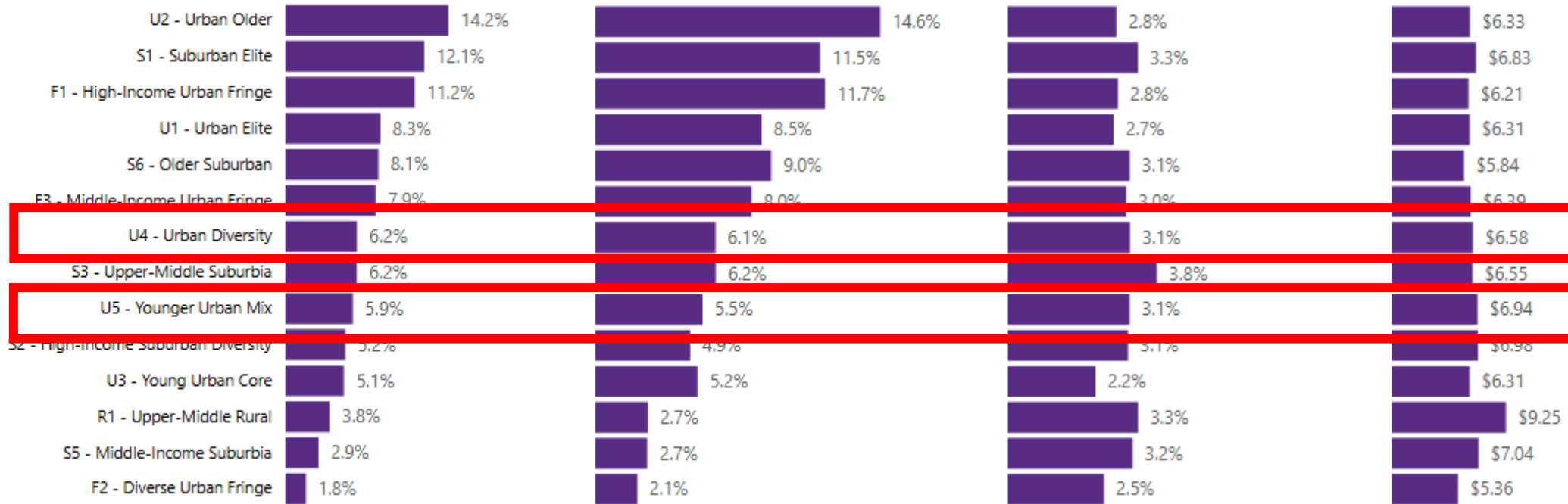
January 5<sup>th</sup> – February 23<sup>rd</sup> 26

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ENVIRONICS  
ANALYTICS

Loblaw  
Advance

# Identify key PRIZM social groups to double down on



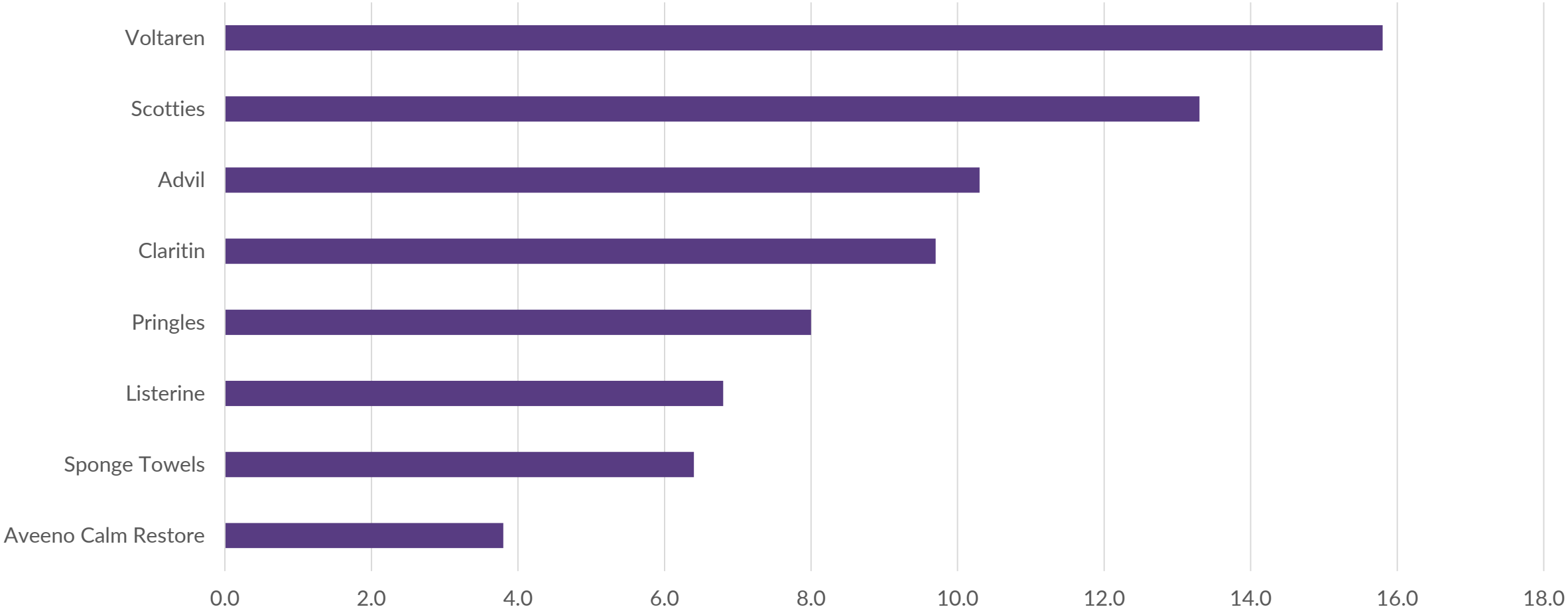
Sales

Buyers

Conversion rate

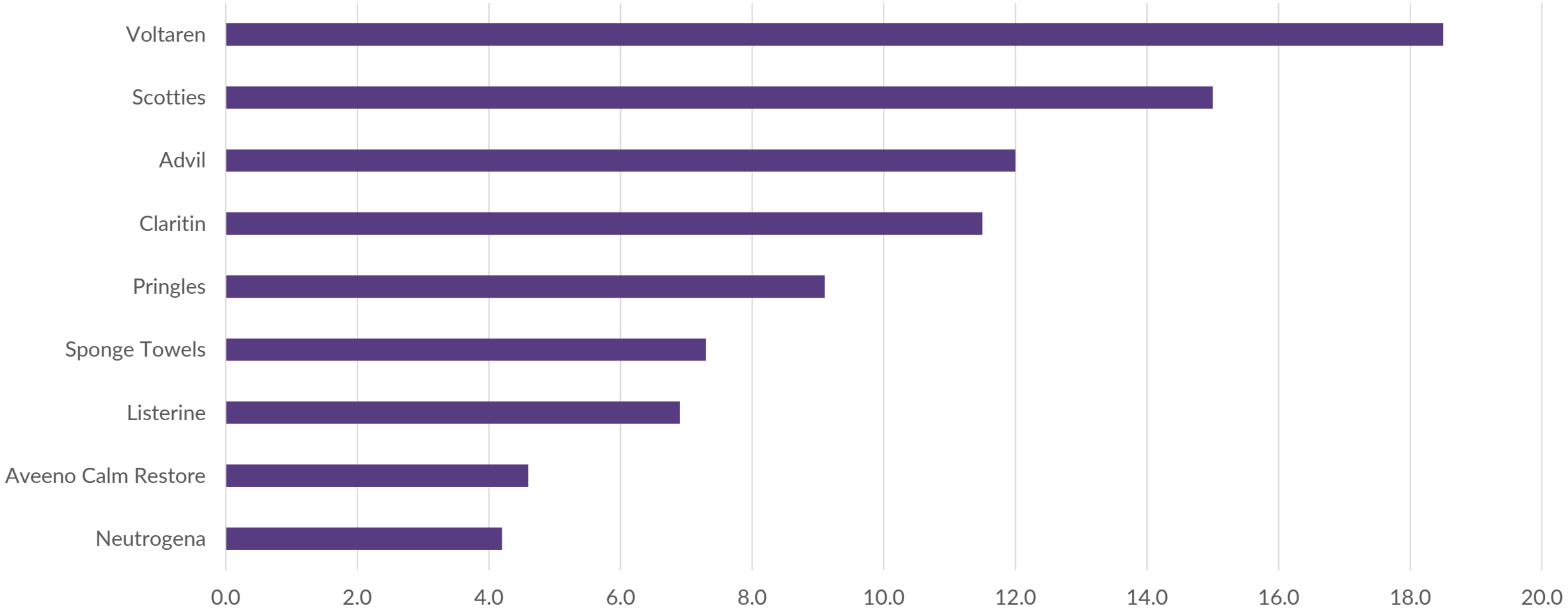
Average sales

# TV consistently drives meaningful short-term incremental buyers



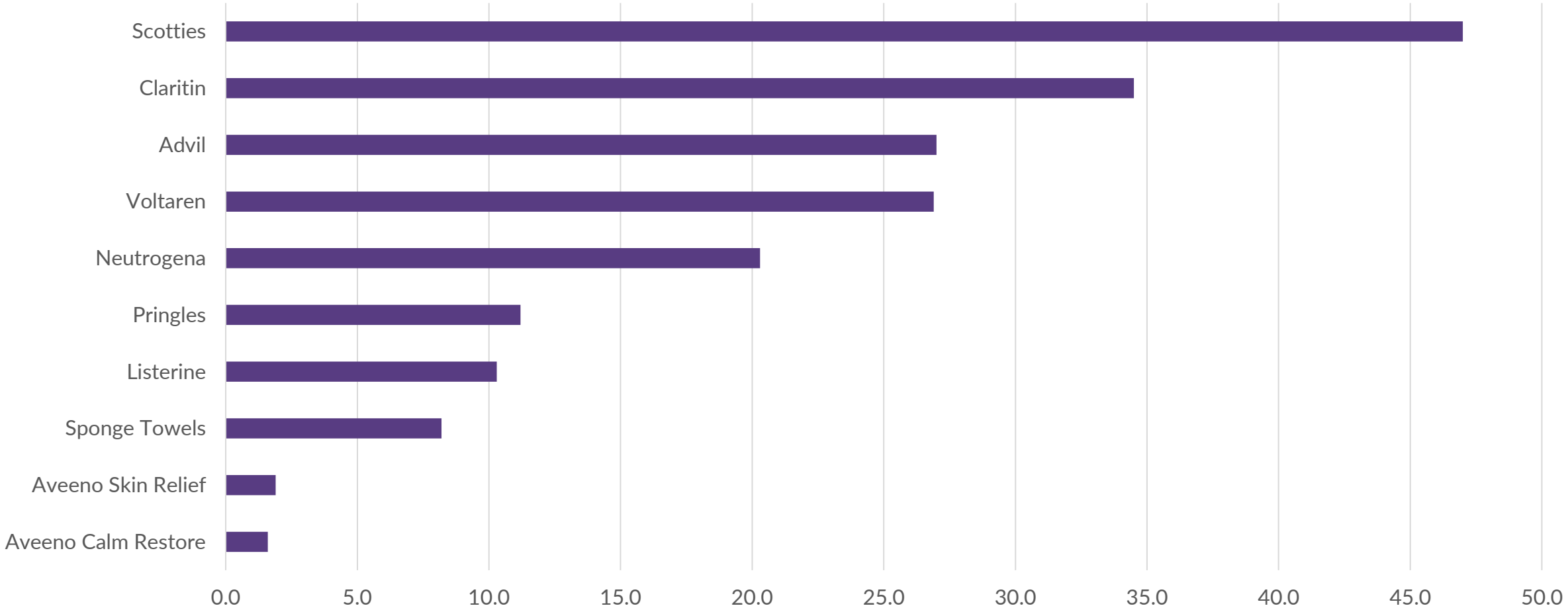
% lift in buyers, exposed vs unexposed

# TV consistently drives meaningful short-term incremental conversion



% lift in conversion, exposed vs unexposed

# TV consistently drives meaningful short-term sales lift



% sales lift, exposed vs unexposed

# Foot Traffic

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# Two campaign categories

---

**Distinct and discrete campaigns**

Multiple creatives over a distinct period



Campaign name: Latest Fashion Trends at Marshalls

Campaign dates: 1<sup>st</sup> June – 31<sup>st</sup> August

**+15%**

A strong result for a 3-month summer retail campaign in a competitive category

Campaign name: Thanksgiving Feast

Campaign dates: 19<sup>th</sup> September – 13<sup>th</sup> October

**+42%**

Significant lift during a key event with long term implications



Campaign name: Boston Pizza Pasta

Campaign dates: 2<sup>nd</sup> January 2026 – 31<sup>st</sup> January 2026

**2x**

**more likely**

Targeted offering turned January – a slow month – into a traffic win

# Two campaign categories

---

Distinct and discrete campaigns

**Multiple creatives over a distinct period**





---

Campaign name: Leon's Furniture Sale Event/Game Day Promotion/Leon's Outdoor Furniture and Indoor Comfort

Campaign dates: 16<sup>th</sup> March 25 – 20<sup>th</sup> April 25

**+3.5%**

Lift in a very competitive category at a key period





Campaign names: Sobeys (multiple)

Campaign dates: 10<sup>th</sup> August – 7<sup>th</sup> October

**+4.3%**

In grocery, even small lifts translate to big basket volume



Campaign name: No Frills (multiple)

Campaign dates: 11<sup>th</sup> August – 11<sup>th</sup> September

**+11%**

Double-digit lift proves the campaign moves even the most price-conscious shoppers



Campaign names: Family Dining Experience/Enjoy Delicious Meals at Mario's

Campaign dates: 13<sup>th</sup> July – 7<sup>th</sup> October

**+22%**

Strong proof the campaign is filling tables, not just building awareness





Campaign names: Shopper's Drug Mart (multiple)

Campaign dates: 10<sup>th</sup> August – 7<sup>th</sup> September

**+34%**

Very strong lift in a crowded pharmacy and convenience landscape



Campaign names: See You Tonight/Get The Best Grills

Campaign dates: 30<sup>th</sup> January 25 – 15<sup>th</sup> March 25

**1.5x more likely**

A powerful competitive edge in a premium dining category

A tail of two campaigns...

Campaign 1 **(-5.4%)**

Campaign 2 **(+5.5%)**

Similar campaign period

Similar audience profile based on PRIZM and SocialValues

Similar campaign reach

A tail of two campaigns...

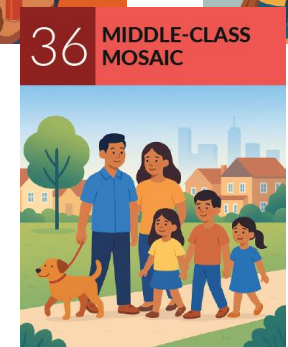
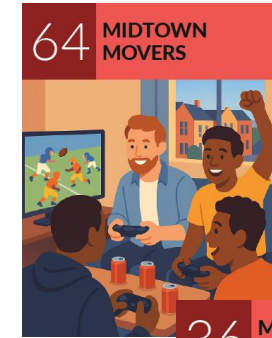
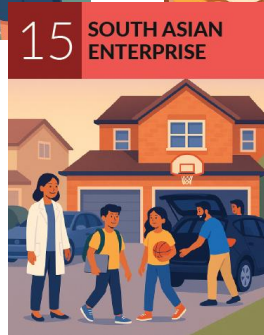
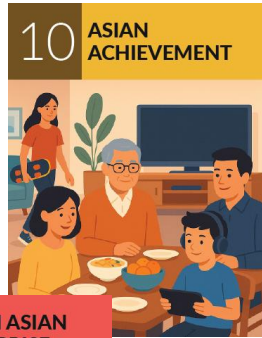
Campaign 1 **(-5.4%)**

Pet Playtime and Care Tips

Campaign 2 **(+5.5%)**

Pet Care Products & Services Promotion

# Optimizing against high-performing audiences



# Optimizing offering and message

What they value:

Buying things, particularly new things

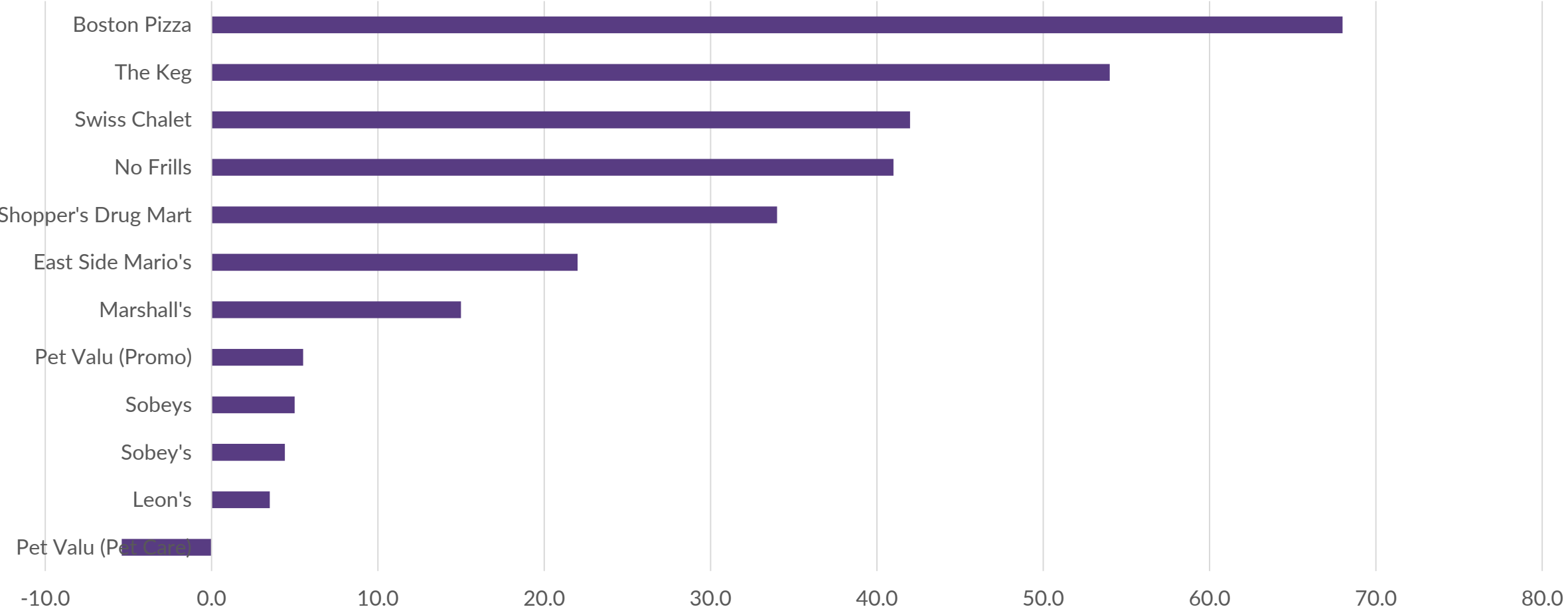
Being told about things they can buy

Sharing in major events

The graphic is set against a bright yellow background. On the left, a white polar bear mascot stands next to a blue and white armchair with a Toronto Maple Leafs logo. A black circle with the text 'AVAILABLE NOW!' is positioned above the chair. Below the chair is a 'BUY NOW' button. On the right, a red dinosaur mascot stands next to a red and black striped armchair. A similar 'AVAILABLE NOW!' circle and 'BUY NOW' button are present. Below these are two video thumbnails. The first thumbnail shows two men in a workshop setting, with the text 'Up Your Home Game | Wendel Clark Knows Fan Cave Comfort' and 'Leora Furniture'. The second thumbnail shows three people sitting on a large brown sofa, with the text 'Up Your Home Game | Get That Comfort In Here' and 'Leora Furniture'. Both thumbnails include a red play button icon and 'Watch on YouTube' text.



# TV consistently drives meaningful increases in foot traffic



% lift in visits, exposed vs unexposed

# Agenda

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Introduction to EA

Campaign-level outcomes measurement for TV: why and how

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# Conclusion

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We know TV works in the short and long term

EA's analysis proves that TV consistently drives outcomes that matter most

Audience profiling such as PRIZM® and SocialValues creates clear steps for campaign optimization

Campaign-level analysis puts TV on a level playing field and restores mental availability



# So what?

# TV works

# Thank you

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ANALYTICS