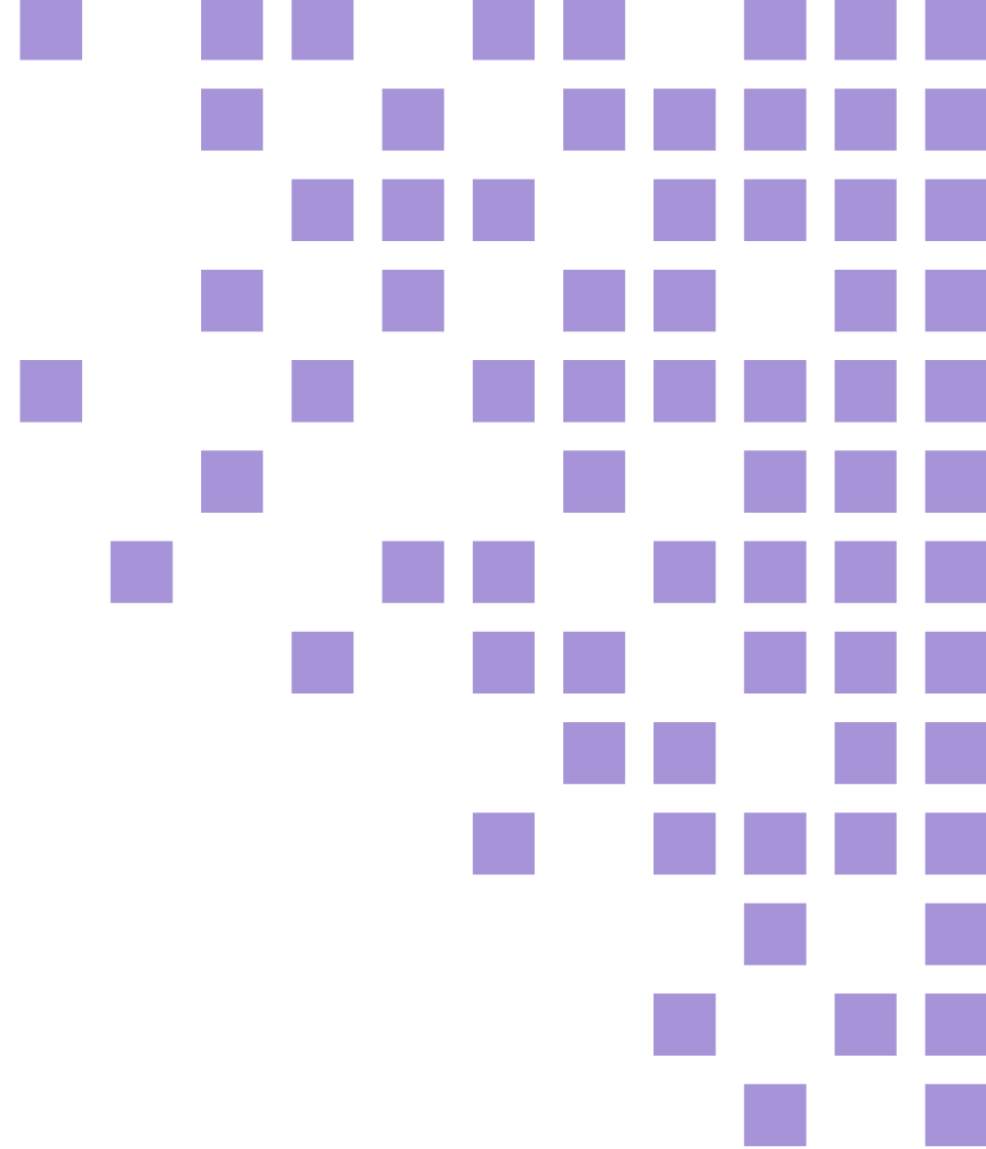


TV Works

Proving TV's Effectiveness, Campaign by Campaign

April 22nd, 2026

thinktv



Agenda

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 3rd 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

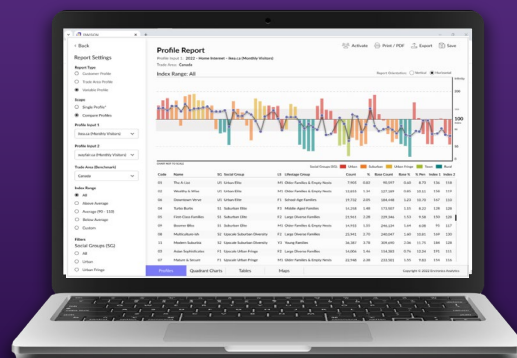
DATA

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



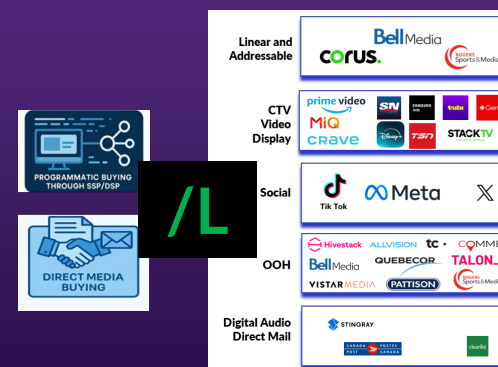
INSIGHTS

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

Introduction to EA

Campaign-level outcomes measurement for TV: why and how

TV's impact on sales and foot traffic: results

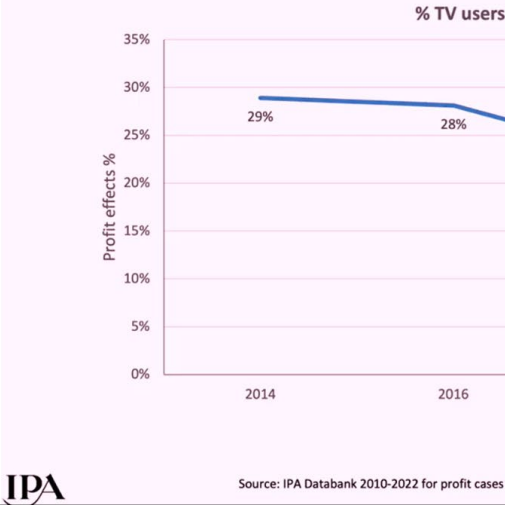
Conclusion



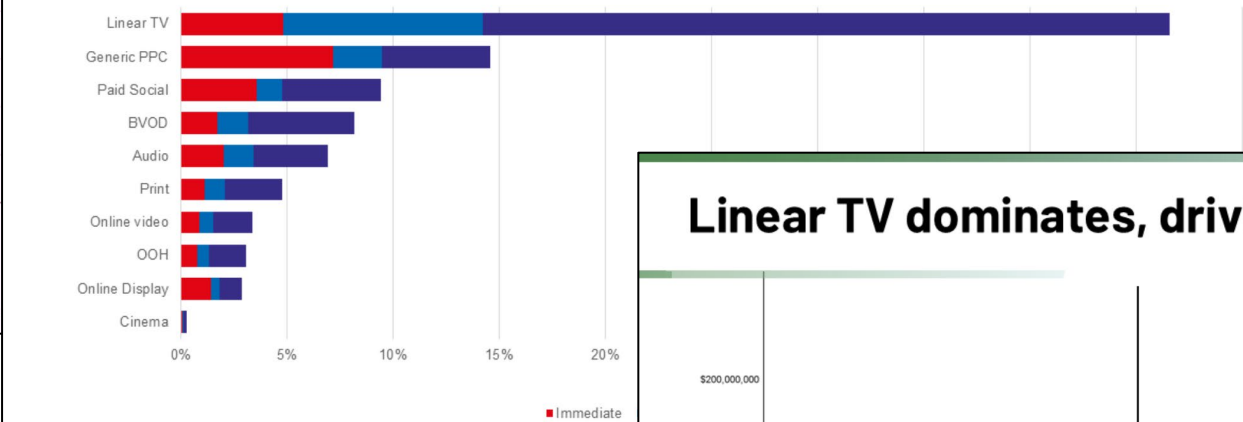
So what?

We already know TV works

TV's impact on profit

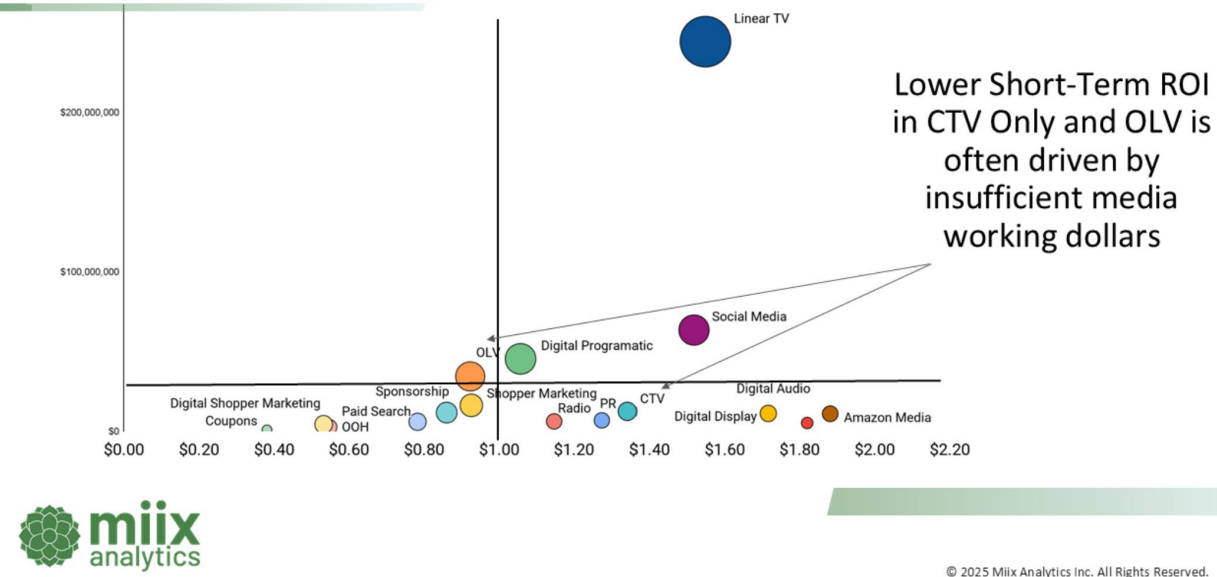


Linear TV: unmatched as the total Profit ROI volume driver

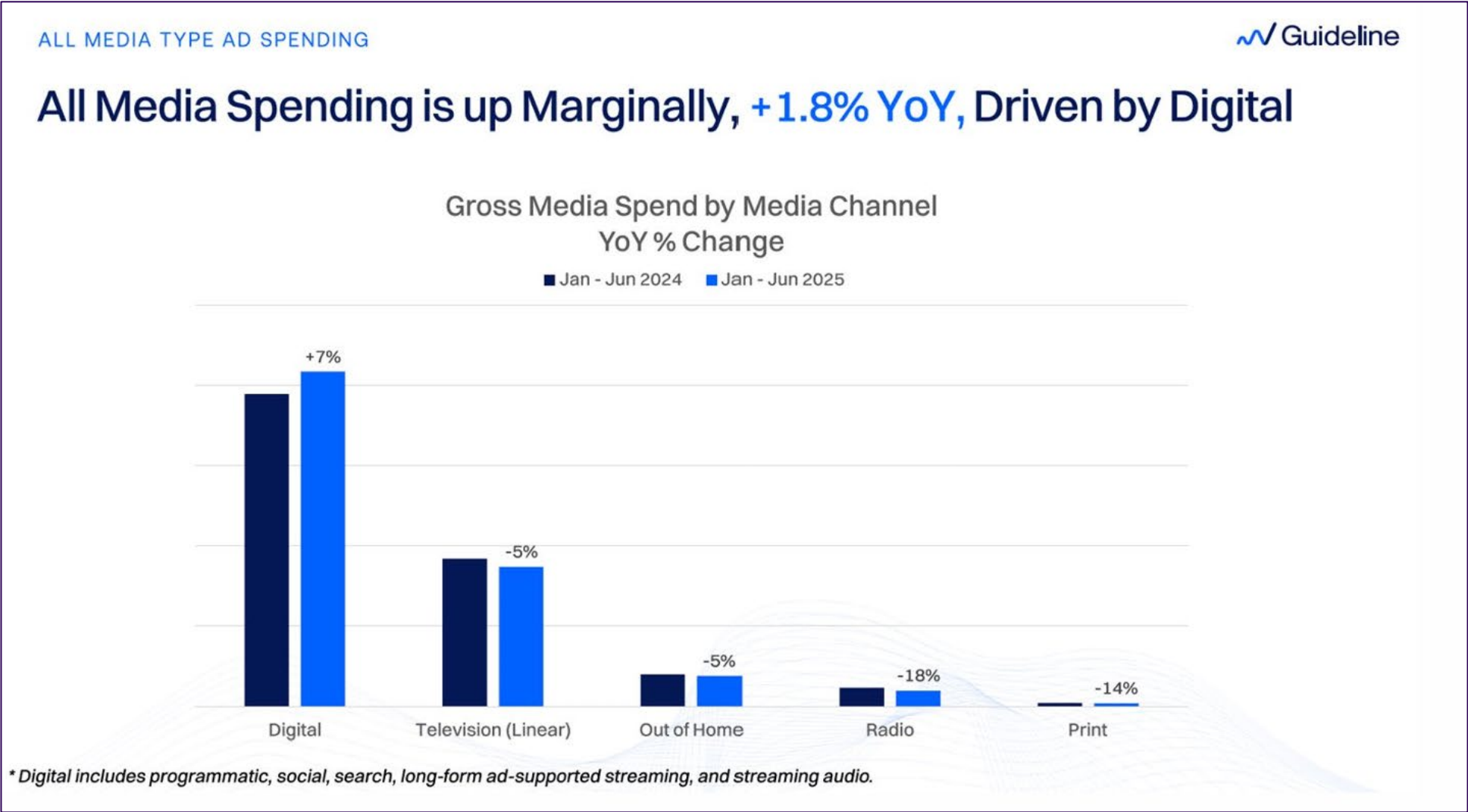


Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquity, EssenceMediacom, Gai Mindshare, Wavemaker UK. Immediate contribution = same week as advertising. Carryover =

Linear TV dominates, driving 50% of measured Profit



Why is this happening then?



Gap = campaign-level outcomes measurement



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



 **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

“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

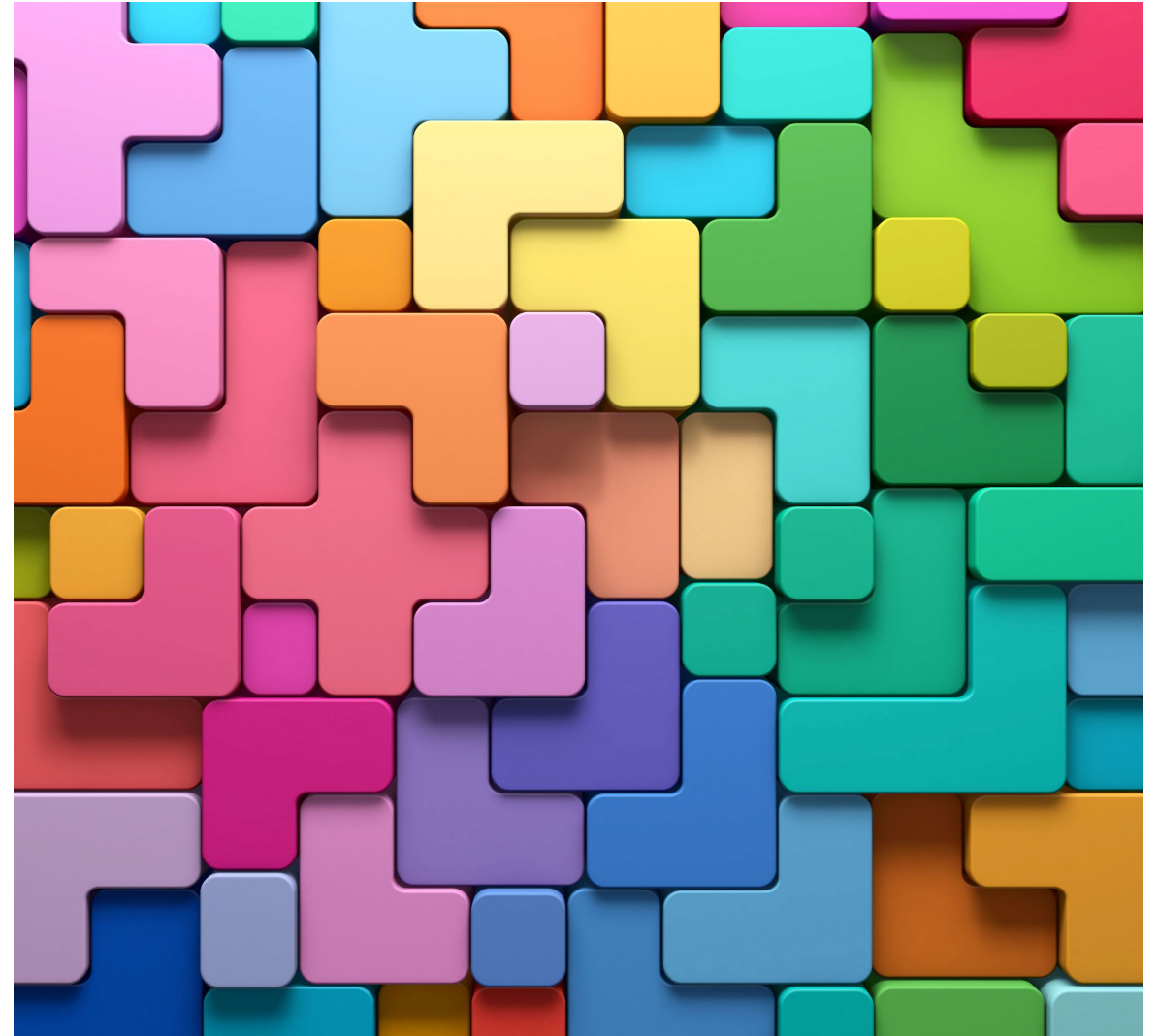
Filling a gap in a measurement portfolio

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

Introduction to EA

Campaign-level outcomes measurement for TV: why and how

TV's impact on sales and foot traffic: results

Conclusion



Headlines

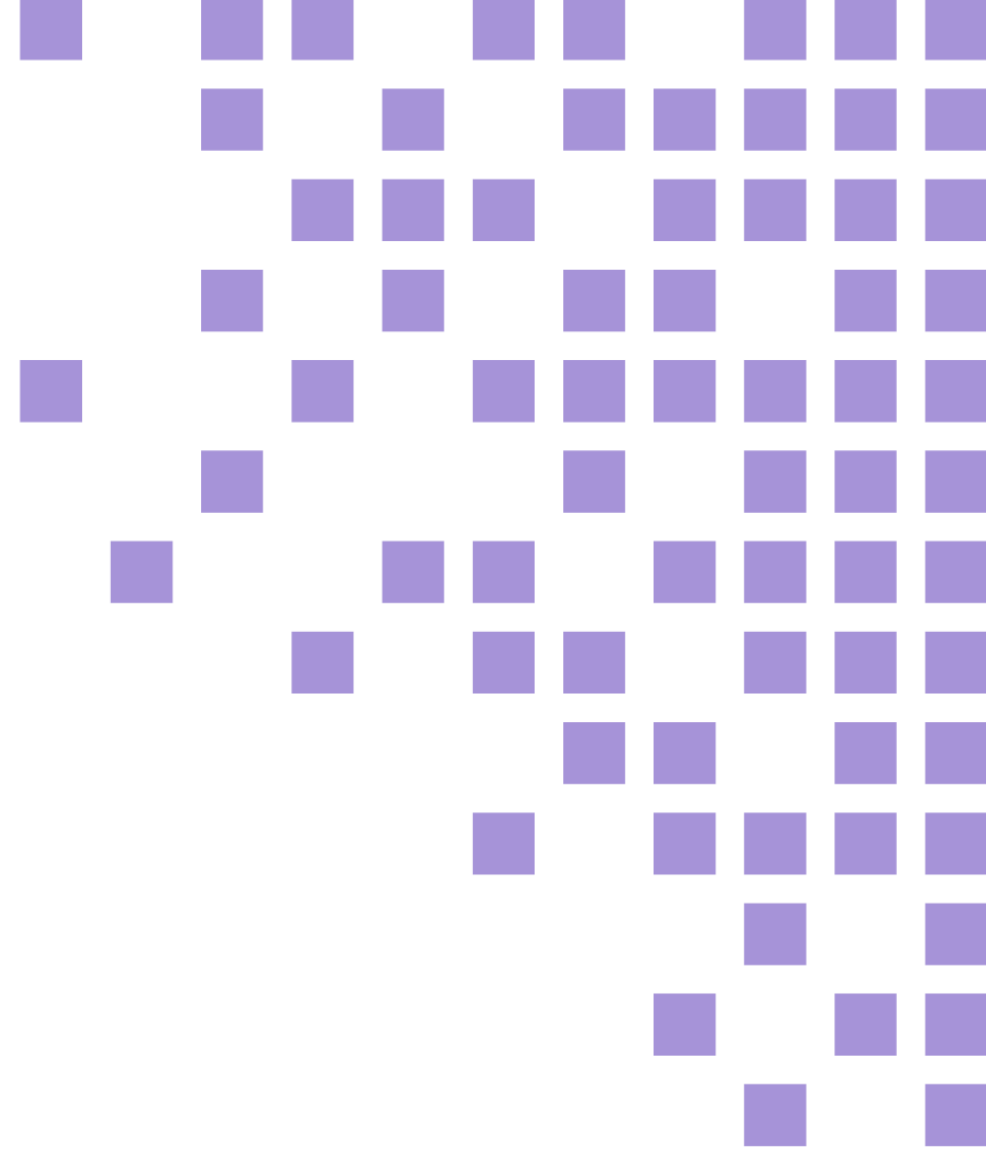
90%

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



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**

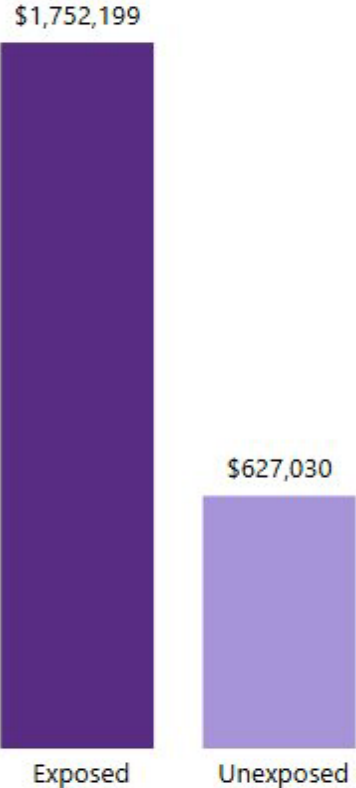
Sales Lift: **26.9%**

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

Conversion Rate



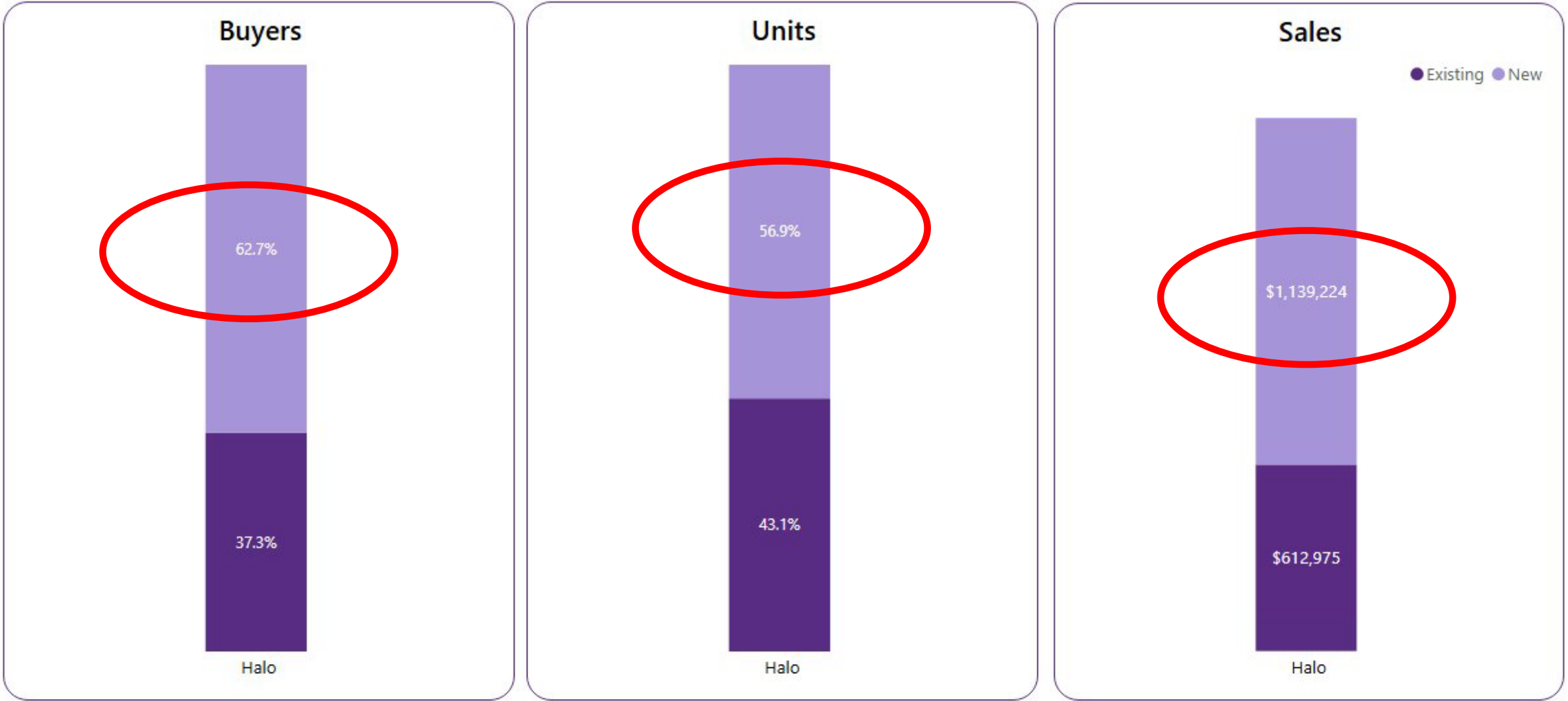
Sales \$



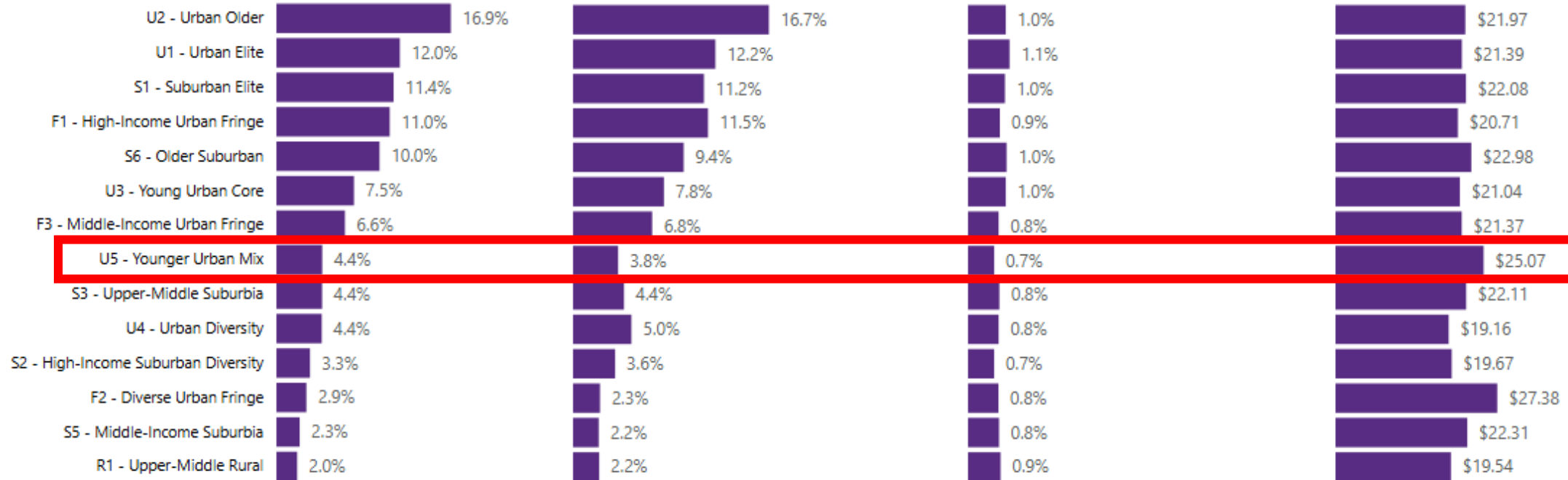
Average Sales



TV bringing new buyers to the brand



Target improving conversion rate for high-value segment



Sales

Buyers

Conversion rate

Average sales

Strong sales lift to core and total incremental sales

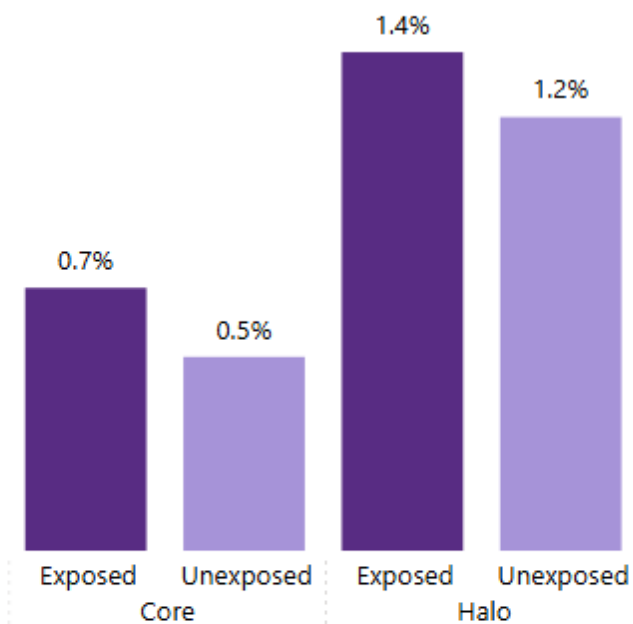
Core

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

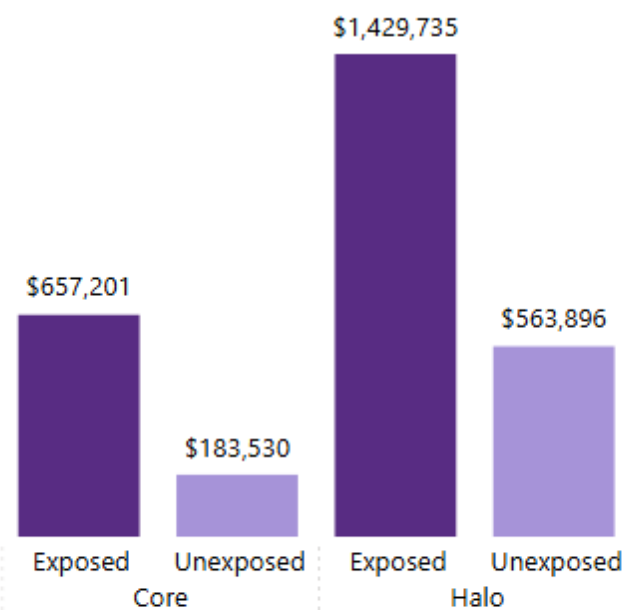
Core + Halo

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

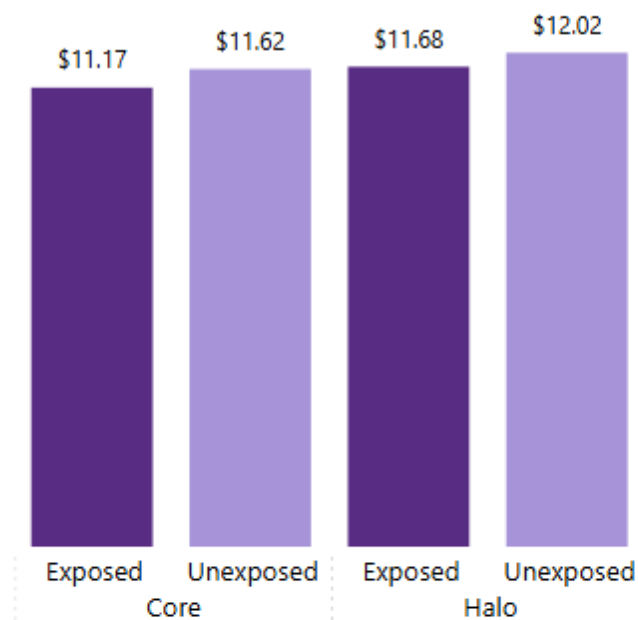
Conversion Rate



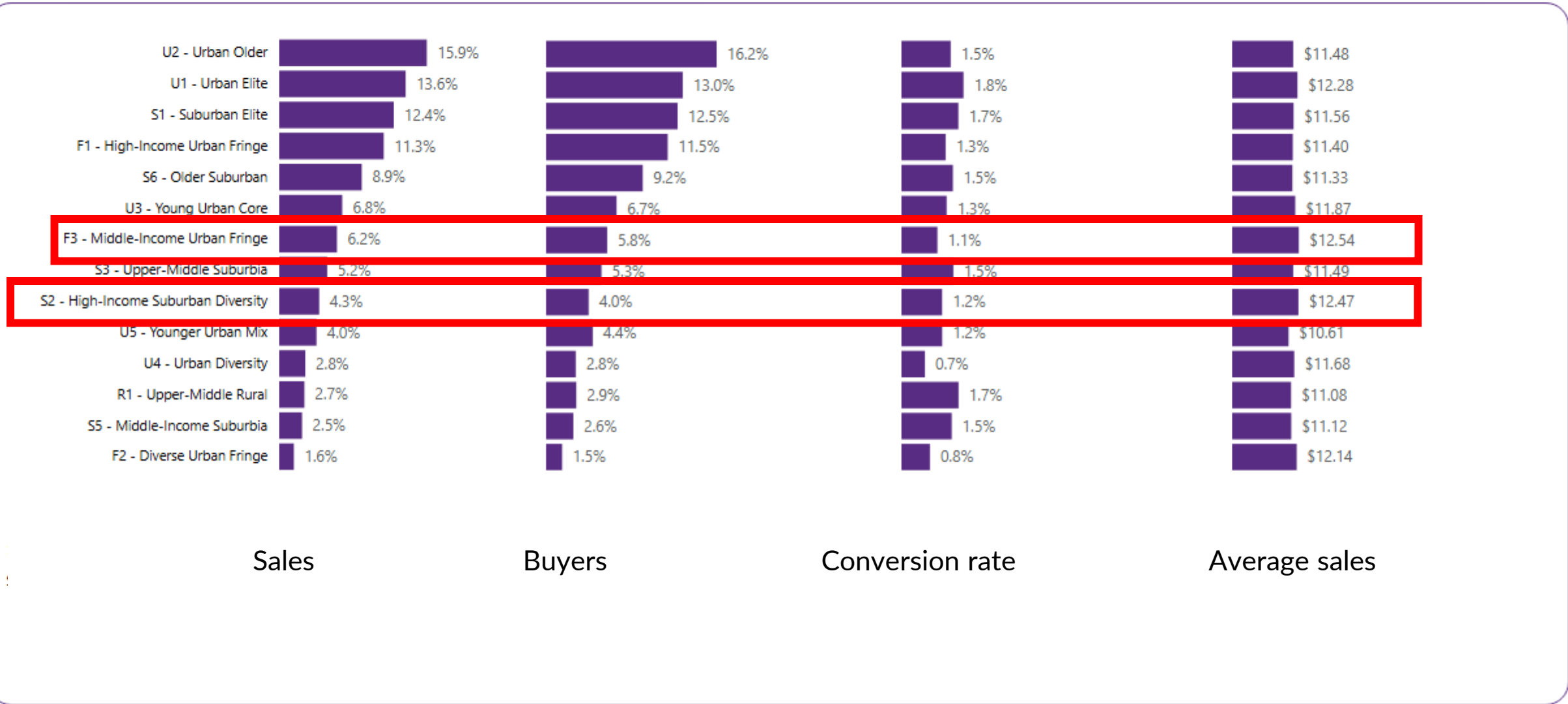
Sales \$



Average Sales



Focus on improving conversion rates to high value audiences



Strong performance for core and total incremental sales

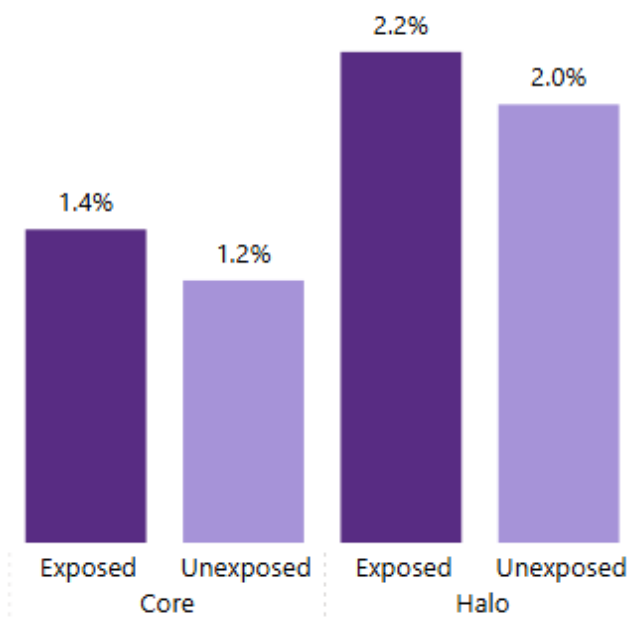
Core

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

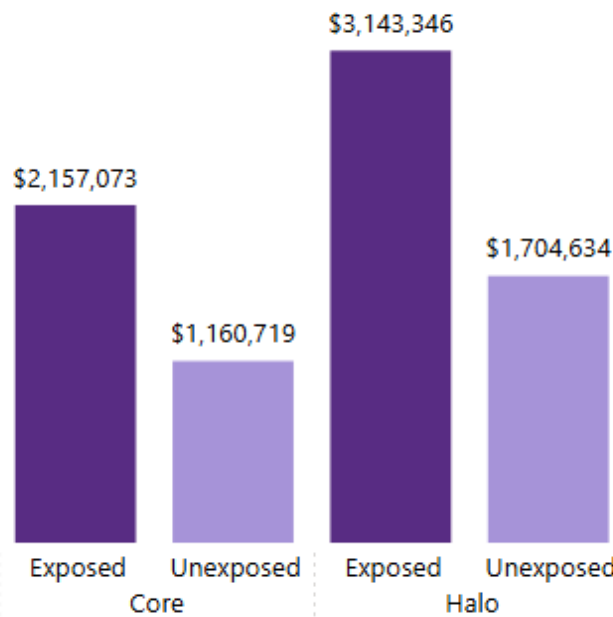
Core + Halo

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

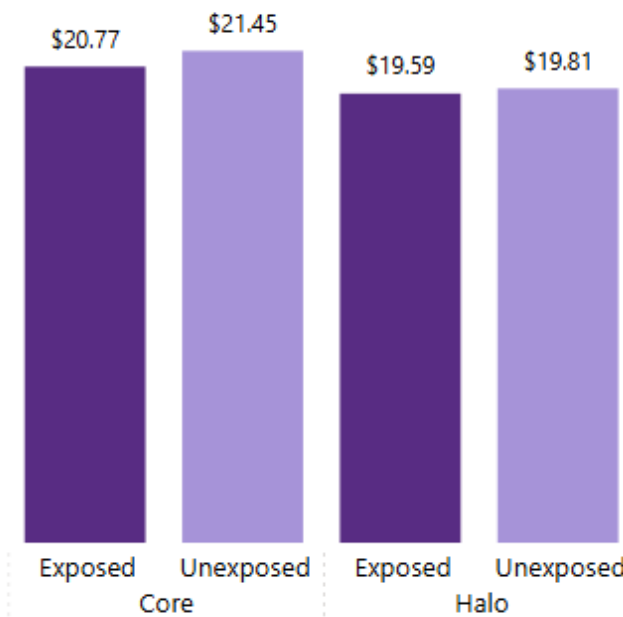
Conversion Rate



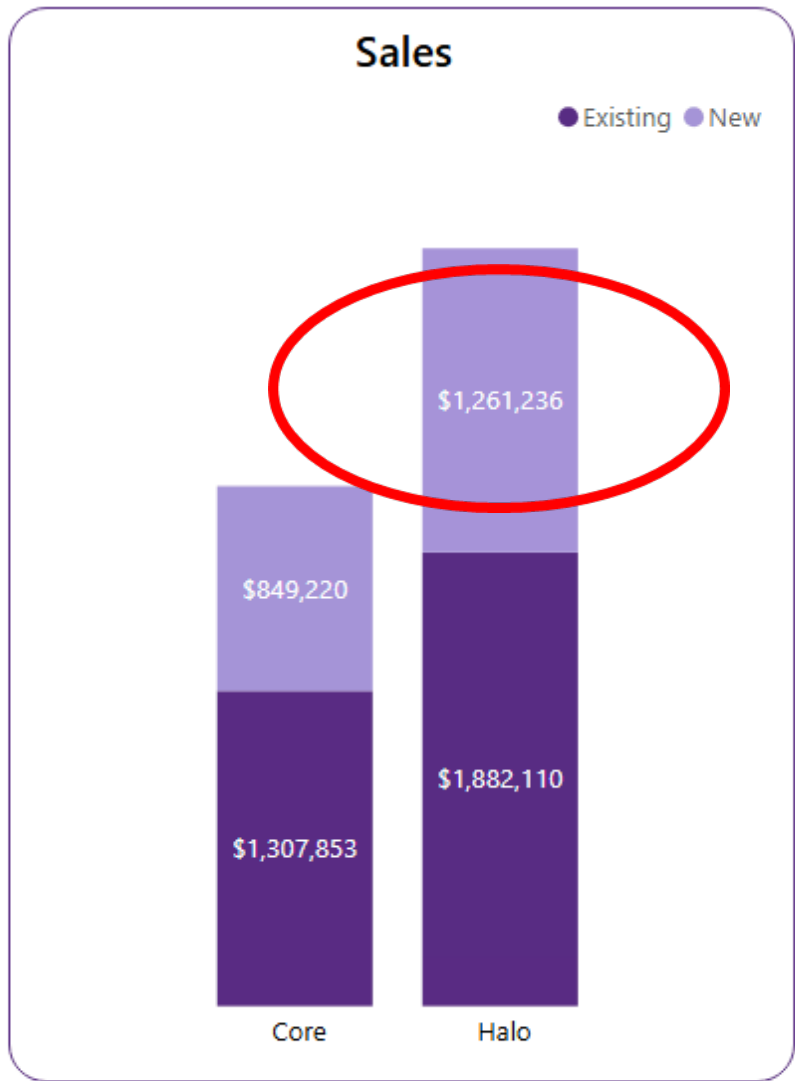
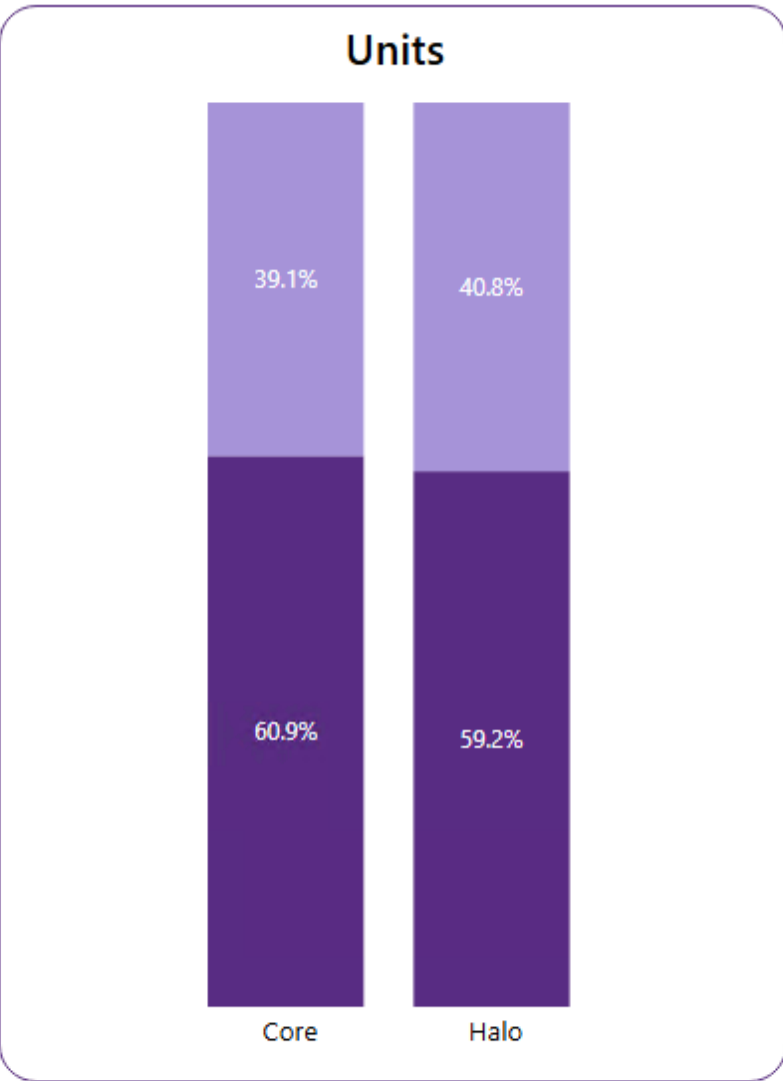
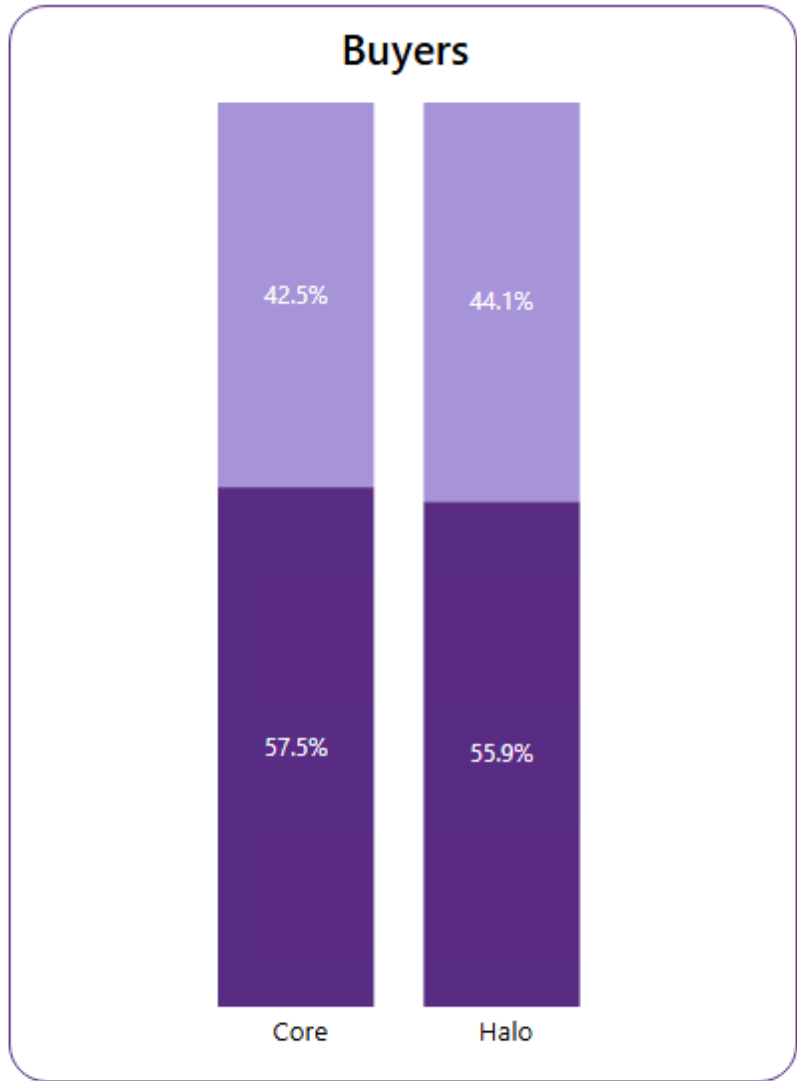
Sales \$



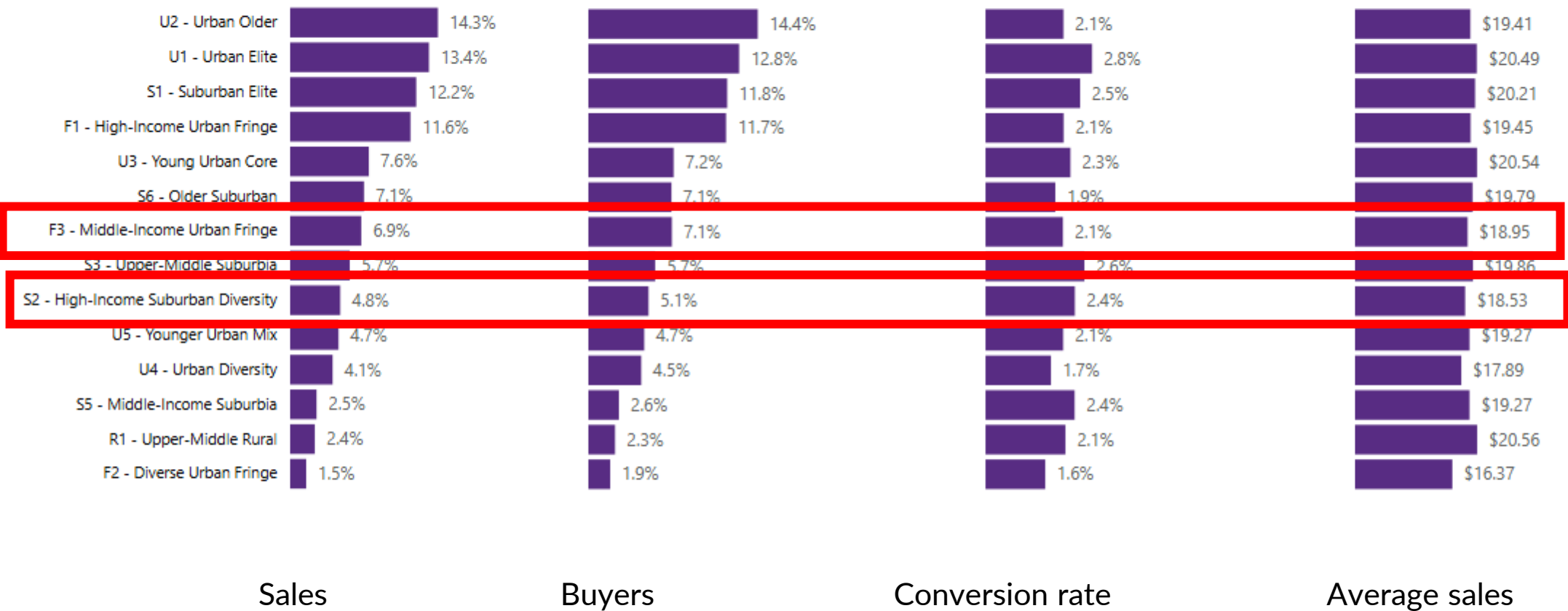
Average Sales



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

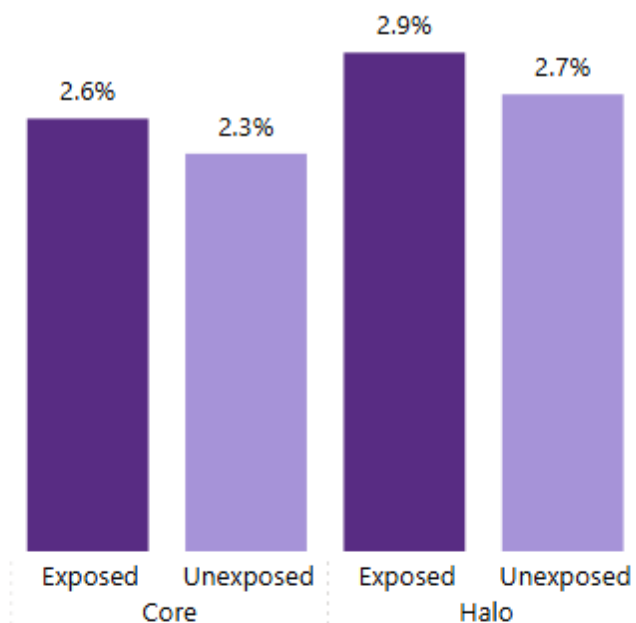
Conversion Lift: **9.1%**

Incremental Buyers: **19,251**

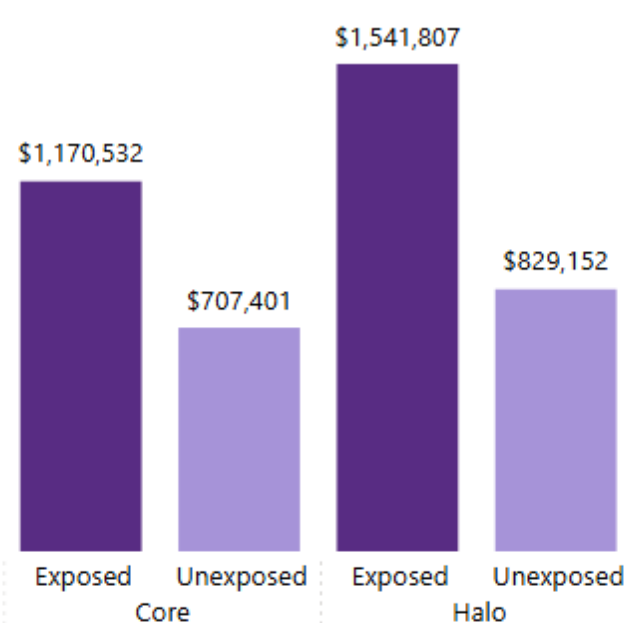
Sales Lift: **8.1%**

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

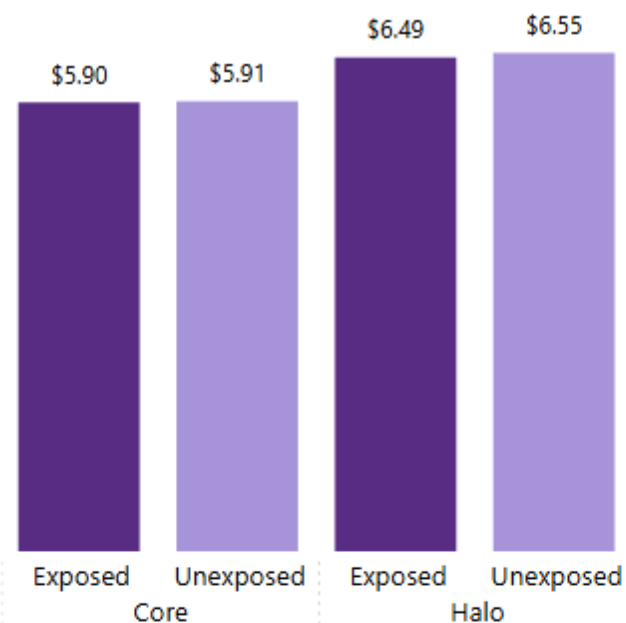
Conversion Rate



Sales \$



Average Sales



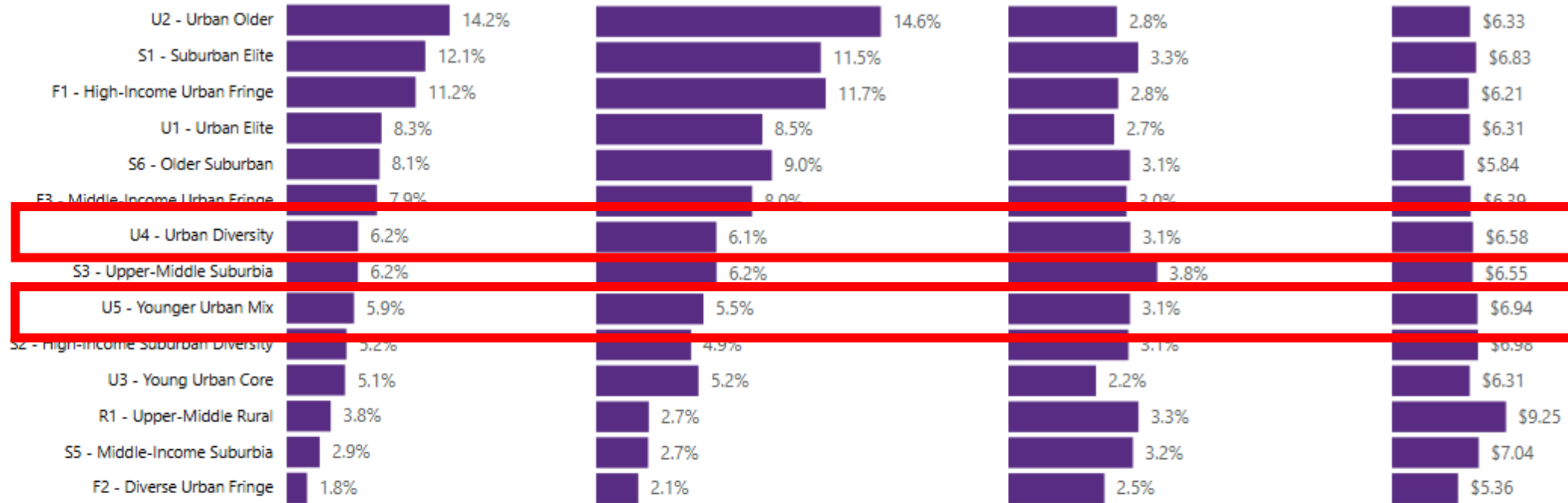
January 5th – February 23rd 26

Powered by

ENVIRONICS
ANALYTICS

Loblaw
Advance

Identify key PRIZM social groups to double down on



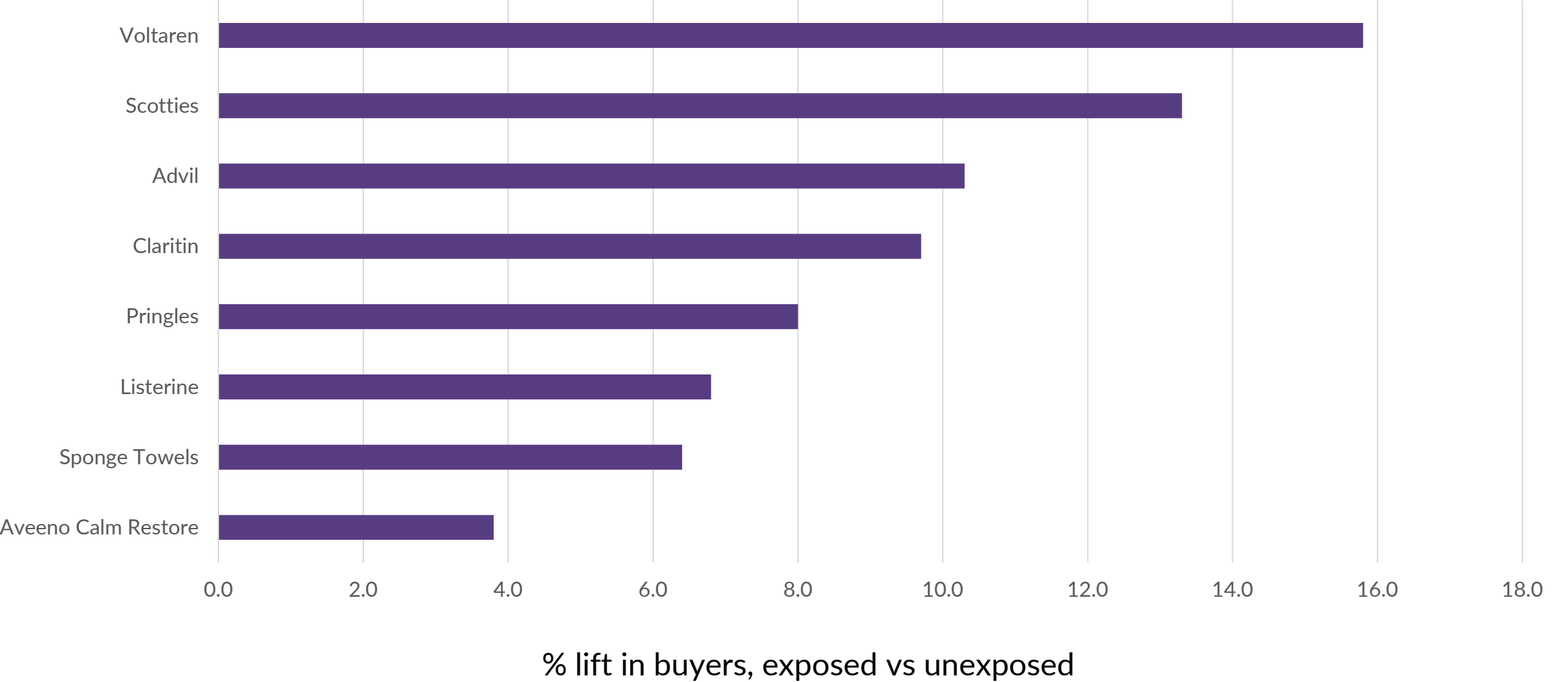
Sales

Buyers

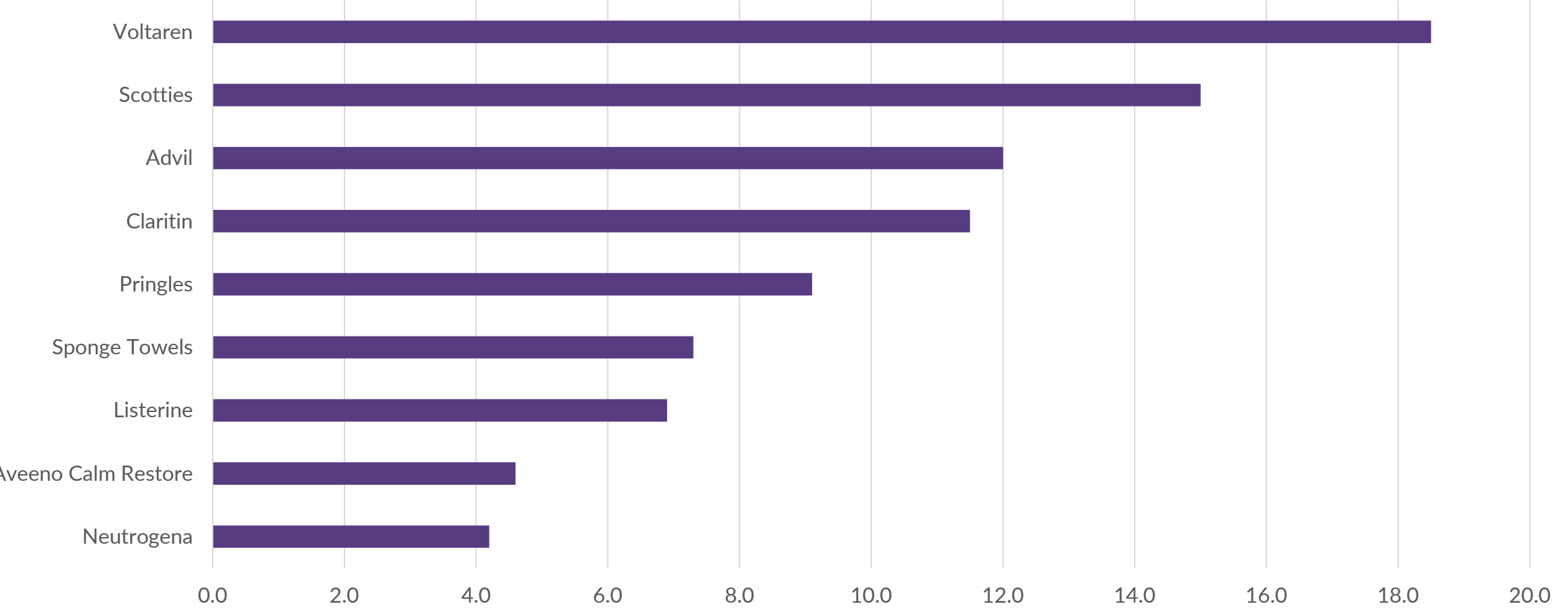
Conversion
rate

Average
sales

TV consistently drives meaningful short-term incremental buyers

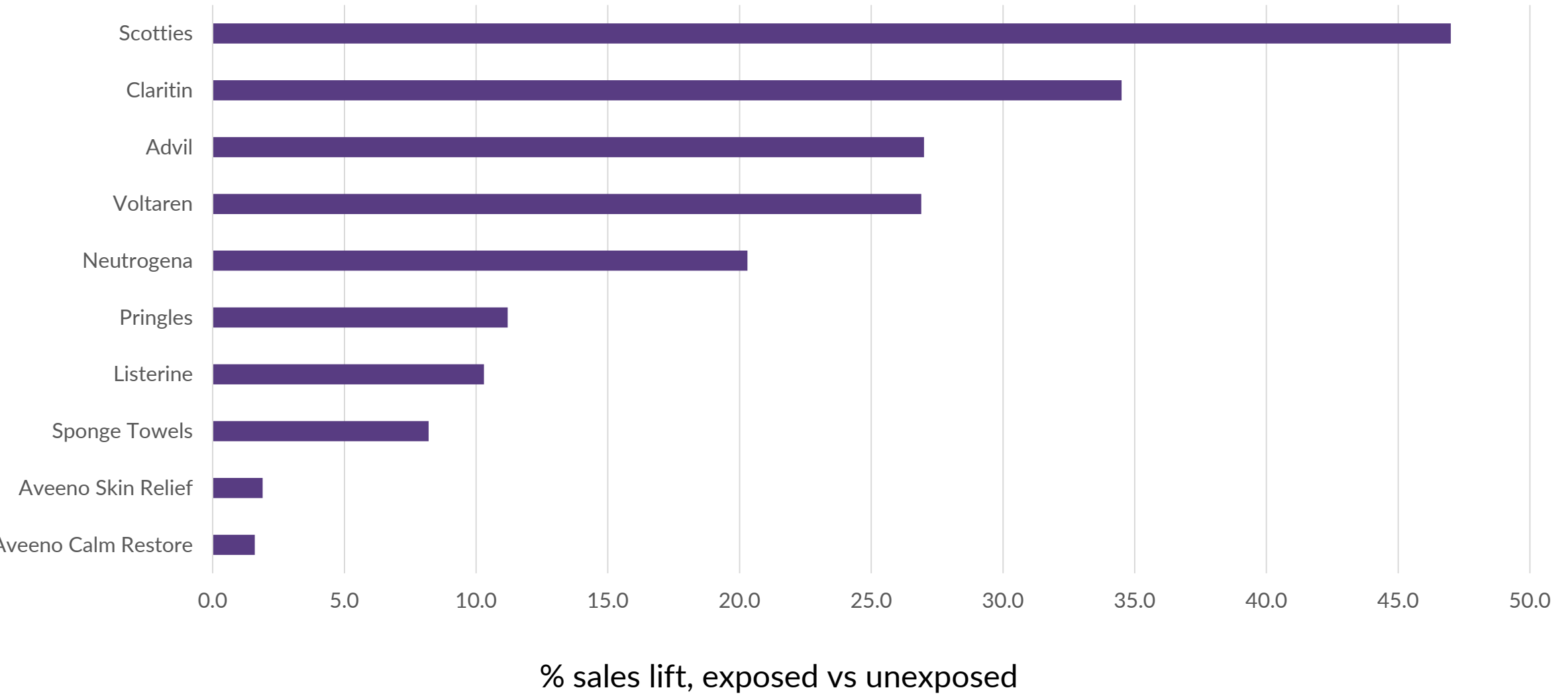


TV consistently drives meaningful short-term incremental conversion

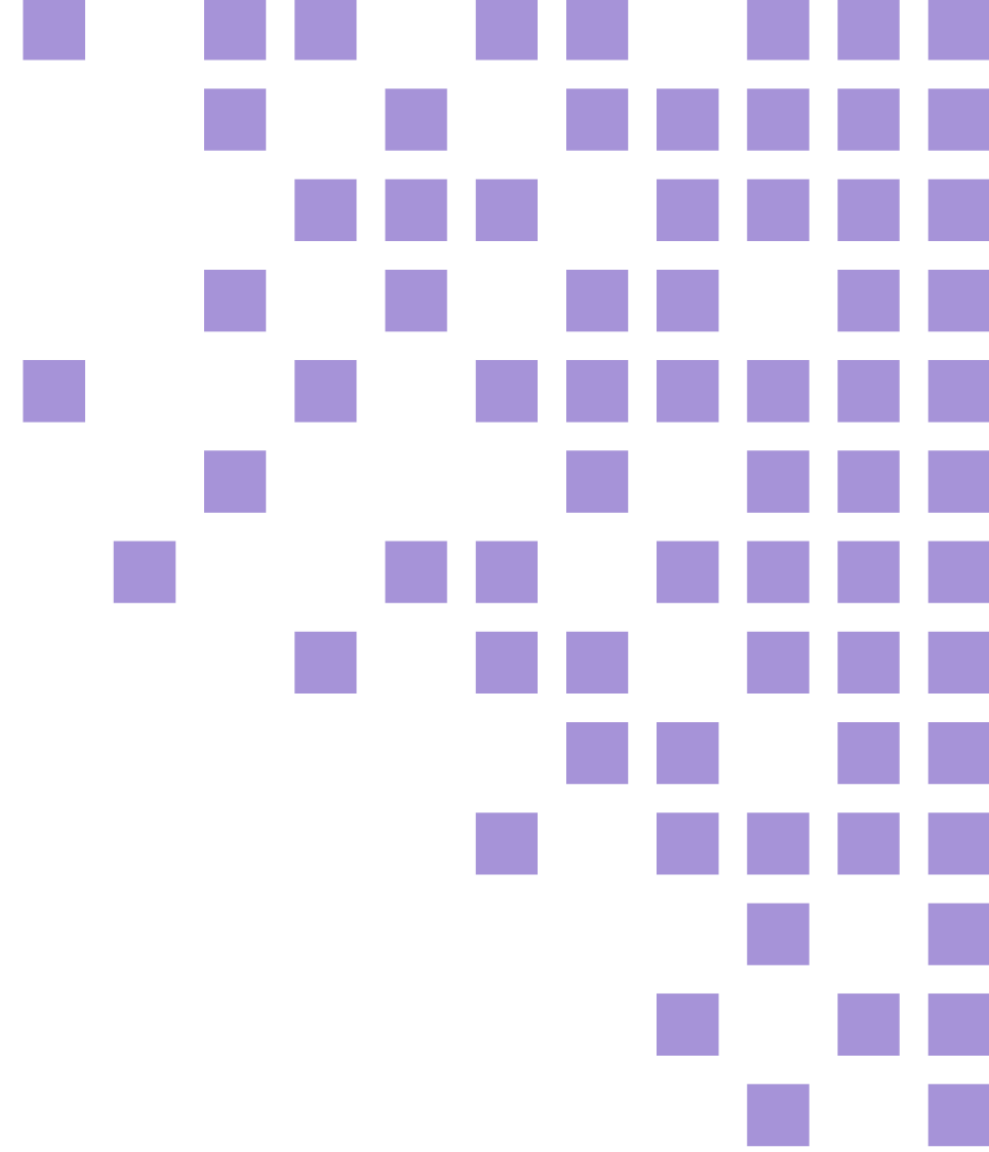


% lift in conversion, exposed vs unexposed

TV consistently drives meaningful short-term sales lift



Foot Traffic



Two campaign categories

Distinct and discrete campaigns

Multiple creatives over a distinct period



Campaign name: Latest Fashion Trends at Marshalls

Campaign dates: 1st June – 31st August

+15%

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

Campaign name: Thanksgiving Feast

Campaign dates: 19th September – 13th October

+42%

Significant lift during a key event with long term implications



Campaign name: Boston Pizza Pasta

Campaign dates: 2nd January 2026 – 31st 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: 16th March 25 – 20th April 25

+3.5%

Lift in a very competitive category at a key period



Campaign names: Sobeys (multiple)

Campaign dates: 10th August – 7th October

+4.3%

In grocery, even small lifts translate to big basket volume



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

Campaign dates: 13th July – 7th October

+22%

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



Campaign names: Shopper's Drug Mart (multiple)

Campaign dates: 10th August – 7th September

+34%

Very strong lift in a crowded pharmacy and convenience landscape

Campaign name: No Frills (multiple)

Campaign dates: 11th August – 11th September

+41%

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



Campaign names: See You Tonight/Get The Best Grills

Campaign dates: 30th January 25 – 15th 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...

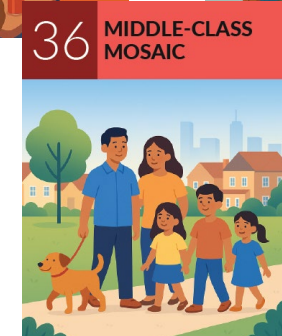
Campaign 1 **(-5.4%)**

Pet Playtime and Care Tips

Campaign 2 **(+5.5%)**

Pet Care Products & Services Promotion

Optimizing against high-performing audiences



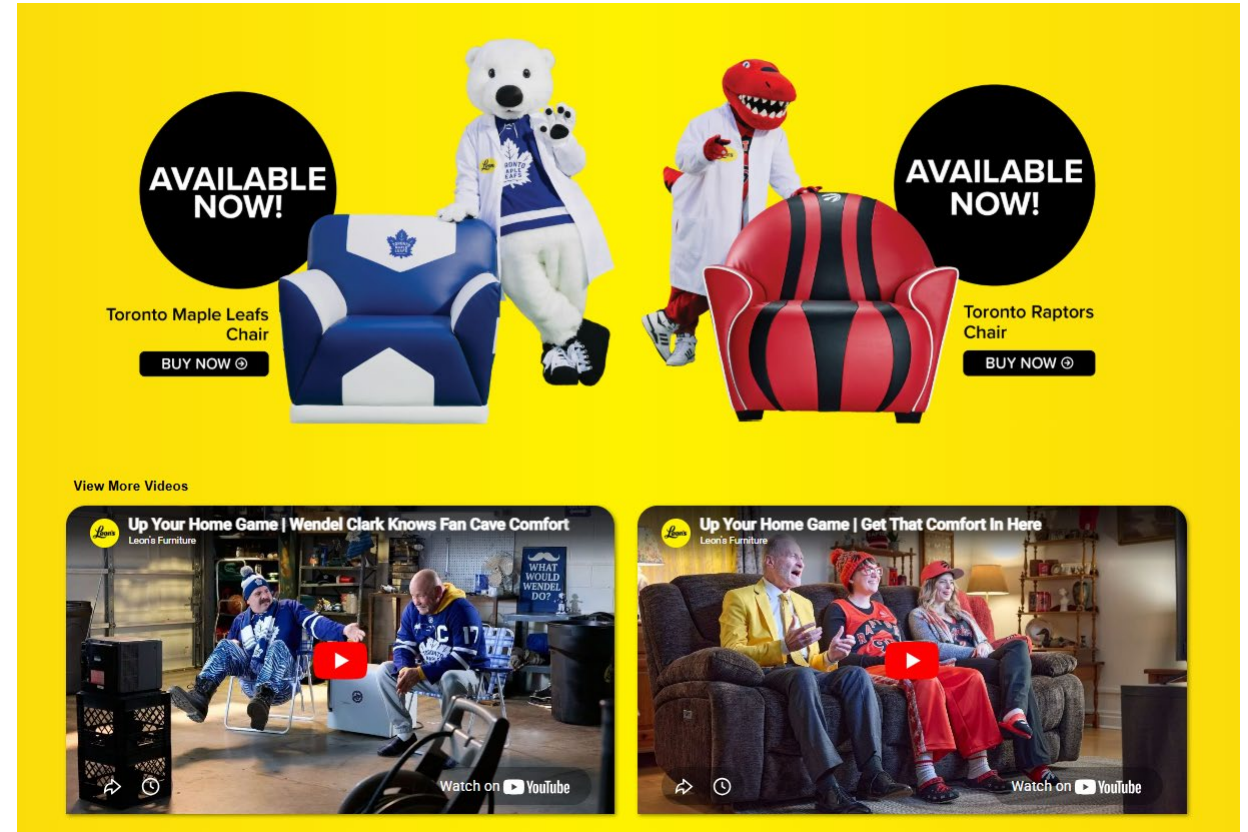
Optimizing offering and message

What they value:

Buying things, particularly new things

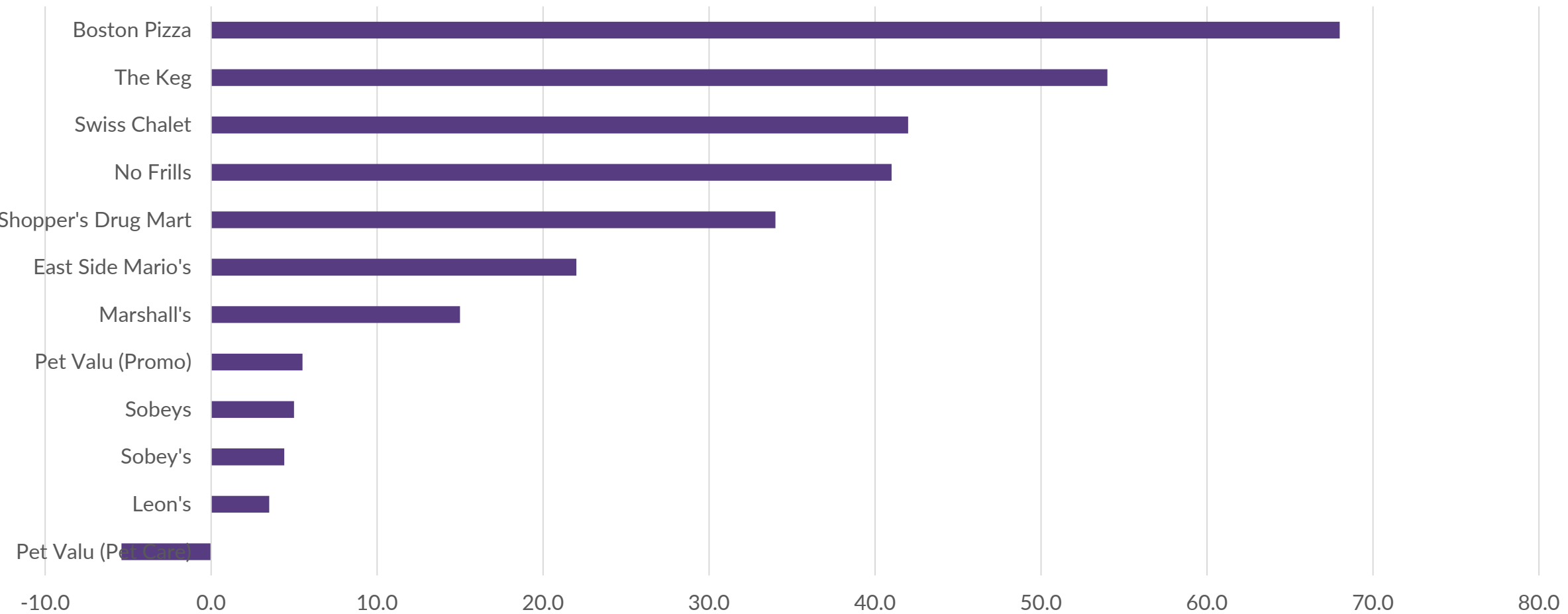
Being told about things they can buy

Sharing in major events



SocialValues

TV consistently drives meaningful increases in foot traffic



% lift in visits, exposed vs unexposed

Agenda

Introduction to EA

Campaign-level outcomes measurement for TV: why and how

TV's impact on sales and foot traffic: results

Conclusion



Conclusion

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

david.phillips@environicsanalytics.com

ENVIRONICS
ANALYTICS