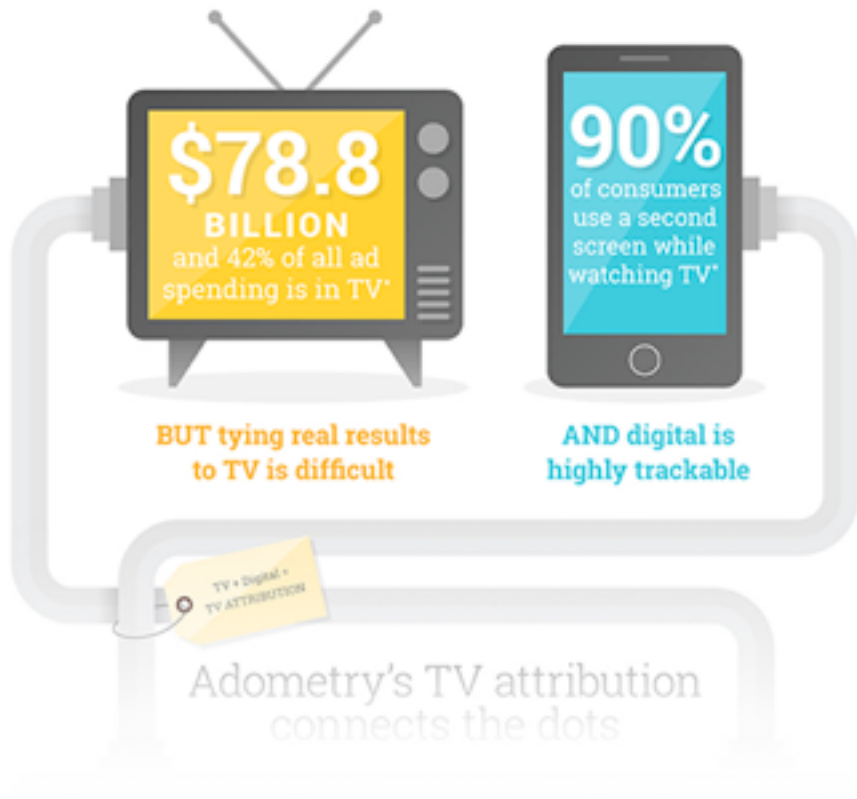




- The objective of this TV Attribution project is to find correlation between TV spend, flooring product/ brand search traffic and Adwords spend. Google project a fine tuning of TV budgets by 5% to 10%.
- Google analyse TV spot data of previous 3 months, Google Adwords & Analytics of and their own internal data of all search queries by for brands, products and services.
- The analysis takes 1-2 months. Google & SearchForecast will present results.
- SearchForecast manages all aspects of the project on clients behalf.

TV Attribution with Adometry by Google



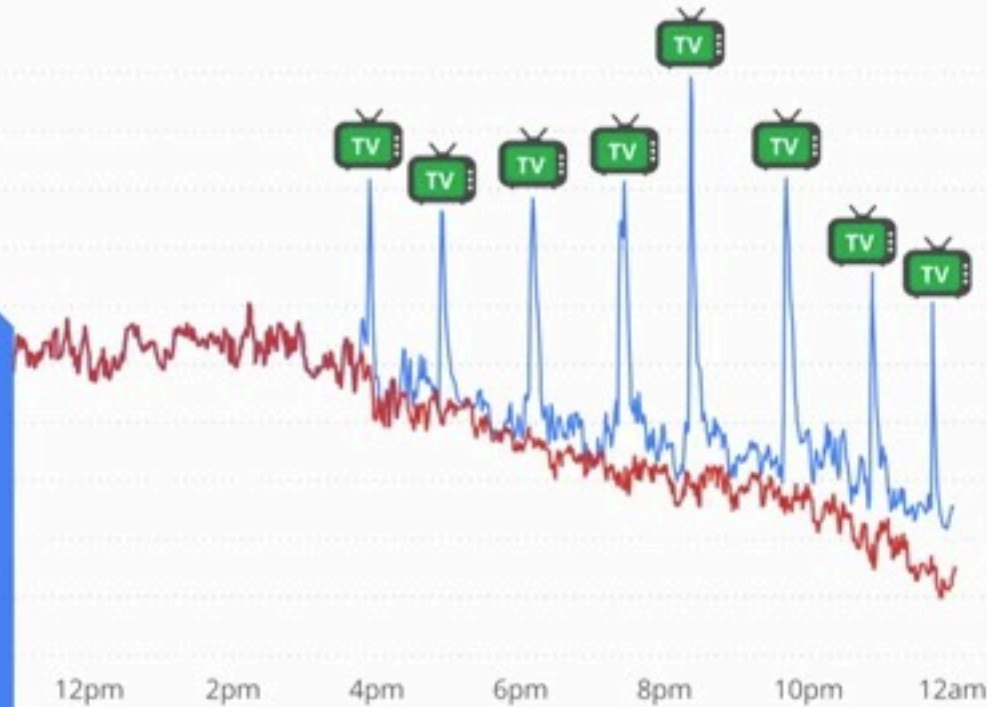
Measuring the relationship between TV & Online spend with Google is now possible with Google Adometry

Measuring the incremental impact of TV airings

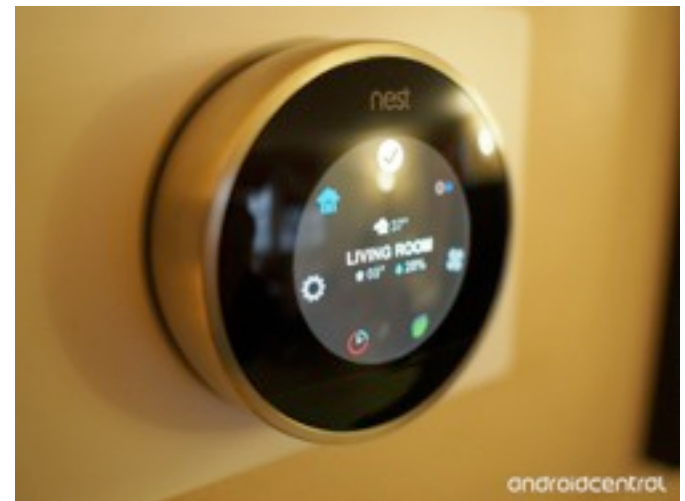
■ Digital Activity
■ Baseline

How it Works

- Evaluate **minute-by-minute** and hour-by-hour activity
- **Machine learning** establishes baseline
- Model **incremental impact** of airings



-
- A recent case study illustrates how Nest used TV Attribution to analyze online responses to each TV ad airing in TV campaign, and saw great success.
 - Feeding everything they learned into the very next campaign, however, Nest optimized ad airings across day-part, duration, and geographic coverage.
 - As a result, the second campaign provided a 2X improvement in response rates over the first.



Digital Insights from Viewing to Conversion

Gain insight into the performance of spots, creative, networks, and dayparts.



TV Airing



Online Activity



Journey to Purchase

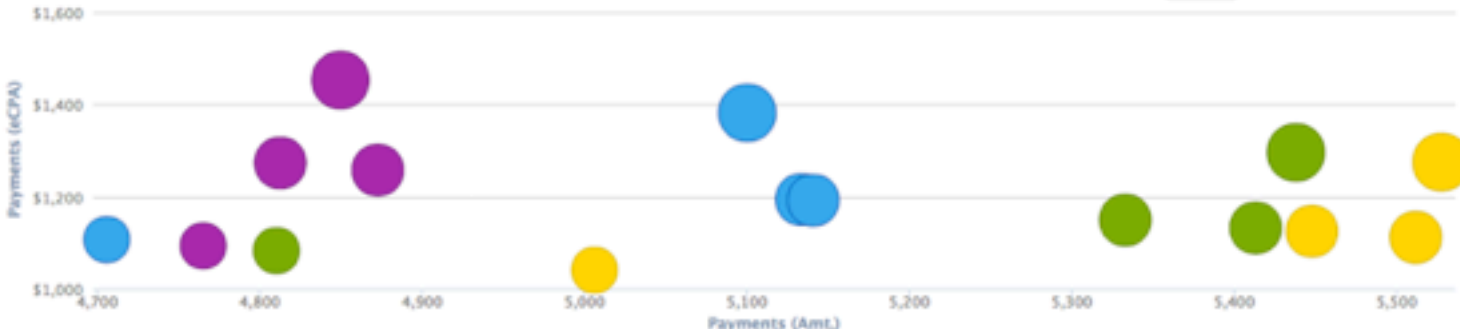
adometry Attribute
Welcome

Cross Channel
Reach & Frequency
Attribution
Audience Data
Optimization
Help

Optimization Reports

Optimization Period: Mar. 2, 2011 - Mar. 30, 2011

Reports Compared by Conversion Type



Report Primary Optimization

- Payments
- Payment Visitors
- Quote Finishes
- Quote Finished Visitors

Less ← → More Budget

Filters [Export File](#) View by: Optimized Amount

Base Budget

\$8,279,691

Optimized For

- Payment Visitors: February Reference
- Payment Visitors: February Reference, +15% TB
- Payment Visitors: February Reference, -15% TB
- Payment Visitors: February Reference: No Channel Change
- Payments: February Reference

Data Attributes

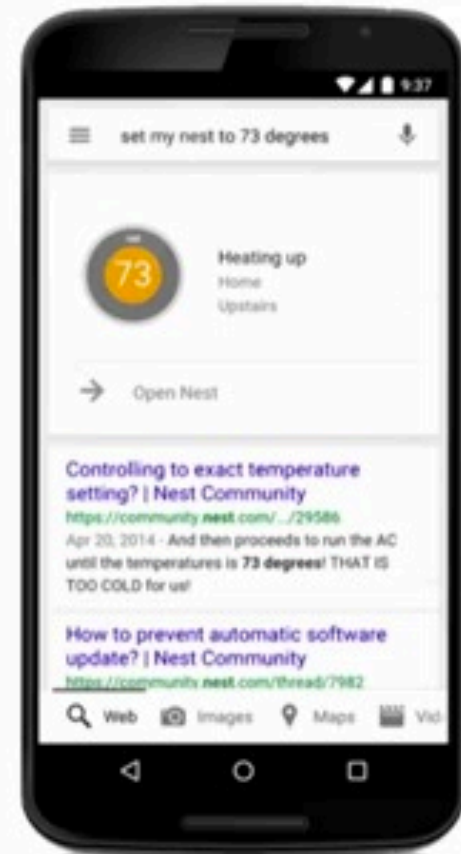
Predicted Change:

Greater Than:

Report	Predicted Change	Budget	Payments		Payment Visitors		Quote Finishes		Quote Finished Visitors	
			Amount	Cost Per	Amount	Cost Per	Amount	Cost Per	Amount	Cost Per

Complement TV with digital

- When looking at the TV-driven search interest, significantly mobile (mobile was 3x desktop)
- Learned specifically which brand keywords were driven by TV and that some category terms (e.g. "thermostat") were significantly influenced by TV



Project Plan				
Phase	Week 1-2	Week 3-4	Week 5-6	Week 7-8
Phase 1: Kick Off Workshop (TeleCalls)				
Phase 2: TV Data Collection & Formatting				
Phase 3: Adwords & Google Analytics Data Formatting - XLS				
Phase 4: Google - SearchForecast + Client Briefings				
Phase 5: Analysis of Findings by SearchForecast /				
Phase 6: Presentation/ Reporting & Recommendations to Client				
Monthly Reporting & Meetings				

Return On Investment: We expect a very healthy return on investment given the potential for 5%- 10% of TV ad spend savings.