

THE VERITONE UPLIFT STUDY

How attribution with AI can lift up broadcast TV and radio advertising



DESIGNING THE STUDY

Veritone set out to discover factors responsible for generating the highest lift in broadcast ads and provide a simple, proven approach to improving the response of broadcast creative.

What the Uplift study evaluated:

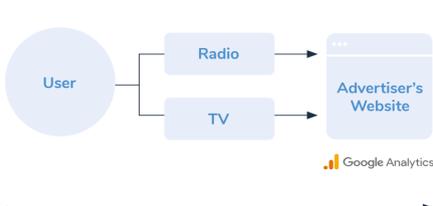
- More than 250 broadcast campaigns at the local-advertiser level
- Nearly 100 broadcast stations
- U.S. and Canada markets
- Campaigns over the course of 15 months ending June 2020



DEFINING MARKETING ATTRIBUTION

What is attribution?

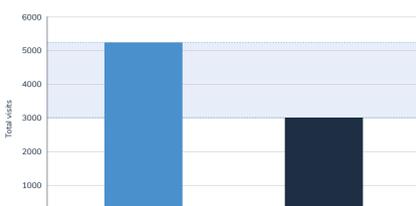
Attribution is the ability to correlate a specific advertisement with online results.



For illustrative purposes only

What is lift?

Lift is the mathematical measurement of an advertisement's impact on website traffic.



For illustrative purposes only

Why is artificial intelligence critical?

Types of broadcast ads:

- Prerecorded spot:** an ad recorded in advance so that it can be broadcast or played later
- Live read:** specific spot in which the announcement is read "live" on-air by a station personality
Requires AI to accurately track and measure
- Organic mention:** an unscripted mention of an advertiser or their product by an on-air personality
Requires AI to accurately track and measure
- Visual integrations:** an on-screen ad that is visually and natively integrated into the environment
Requires AI to accurately track and measure



HOW BROADCAST CAMPAIGNS ACHIEVE LIFTOFF

Lift you up where you belong

The average campaign lift across the 250 campaigns evaluated was an impressive 6.6%.

- 6.6%** Average campaign lift
- 20%** of campaigns saw a 0%–1% lift
- 48%** saw a 1%–5% lift
- 20%** saw 5%–10% lift
- 11%** saw 10%–50% lift
- 1%** saw 50%+ lift

Broadcast ads can compete with digital

Broadcast ads can drive 3 to 10 times the response rate of leading digital tactics.

Average response rate for digital tactics



A short spot is a sweet spot

Spots under 10 seconds generate four times the lift of 60-second spots.

Lift by spot length



Set your watch for engagement

Morning and midday ad placements generated the most lift, followed closely by afternoon.

Lift by daypart



Midweek is top tier

Midweek is the best time to drive lift — with Thursdays being the standout.

Lift by day of week



The more things change...

Perhaps surprisingly, average campaign lift showed very little variation between Q1 vs. Q2 2020.

Lift by quarter



FEEL THE POWER OF LIVE READS

Make it personal

Live reads are two times more effective at driving responses than prerecorded spots.

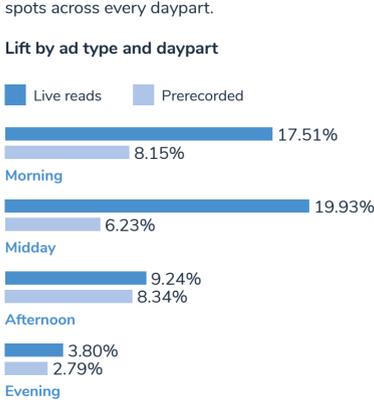
Lift by ad type



Good morning and a wonderful midday

Here again, live reads outperform prerecorded spots across every daypart.

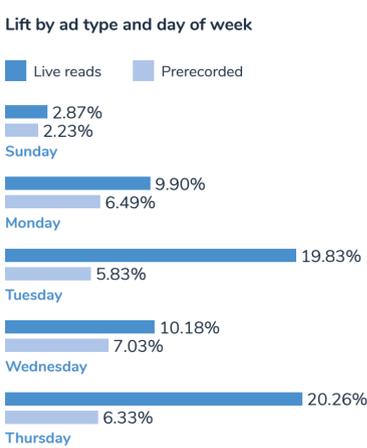
Lift by ad type and daypart



Pick your day to the 'T'

The Uplift study found that midweek is the best time to drive lift overall.

Lift by ad type and day of week



QUICK TIPS TO MAXIMIZE LIFT

Here's a deliberate look at the creative elements in ad spots to better understand which ones drive the most lift.

Richness of offer

People are naturally drawn to offers that make it sound easy to win or save lots of money.

Double your paycheck

Time sensitivity

There's nothing like a sense of urgency to get people moving.

Three days only

Intrigue

Another way to boost effectiveness is to leave the listener a bit curious.

Learn how at xxx.com

Novelty

Everyone loves something novel and new — especially if it also involves saving money.

Buy one, get one

Clear CTA

All successful ads share one thing in common: a clear, simple call to action.

Sign up to win

Easy URL

In the ideal short, sweet ad spot, it's vital to use a URL that's easy to remember.

StansVan.com



HERE ARE YOUR TAKEAWAYS

For broadcast advertisers

- Incorporate multiple effective creative elements
- Optimize spots and placement with midweek and daytime spots
- Load up on live reads, organic mentions and visual integrations
- Test and measure performance, and adjust techniques accordingly

For broadcast stations

- Invest in an attribution tool
- Test and optimize campaign and creative strategies
- Open up the show clock for more live reads and organic mentions
- Stay optimistic and provide your advertisers with measurable insights

Download the complete Veritone Uplift Study

Sources
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 3. "Ultimate Email Marketing Benchmarks for 2020: By Industry and Day," Campaign Monitor, <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks>
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