

# 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:

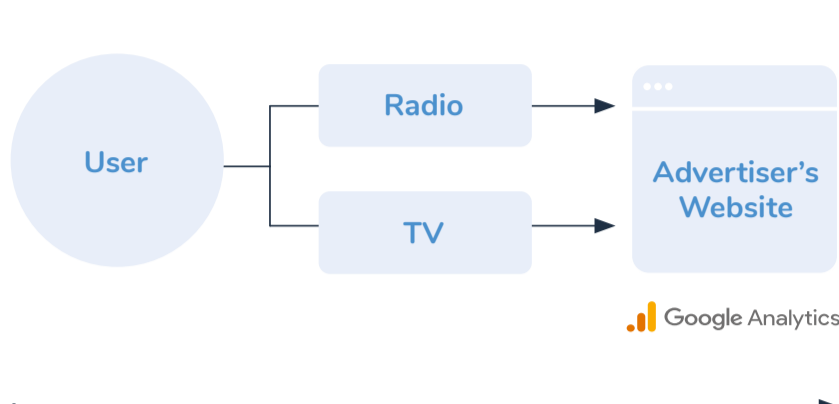
- More than 250 broadcast campaigns at the local-advertiser level
- Nearly 100 broadcast stations
- U.S. and Canada markets
- Campaigns over the course of 15 months ending June 2020



## DEFINING MARKETING ATTRIBUTION

### What is attribution?

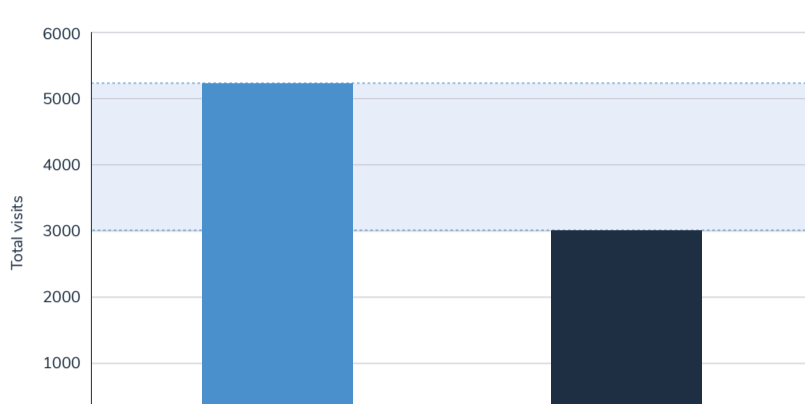
Attribution is the ability to correlate a specific advertisement with online results.



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

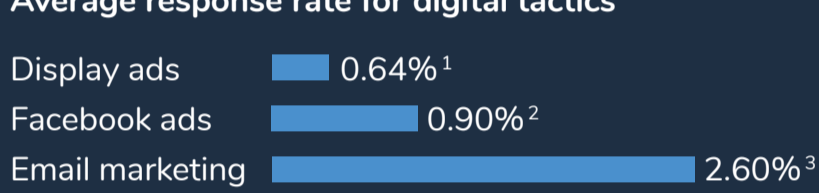
The average campaign lift across the 250 campaigns evaluated was an impressive 6.6%.

- 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.

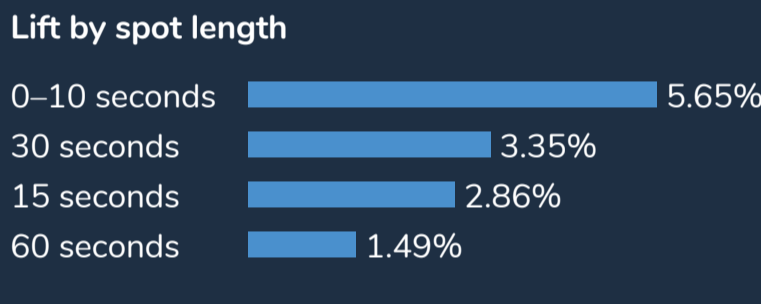
#### Average response rate for digital tactics



### A short spot is a sweet spot

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

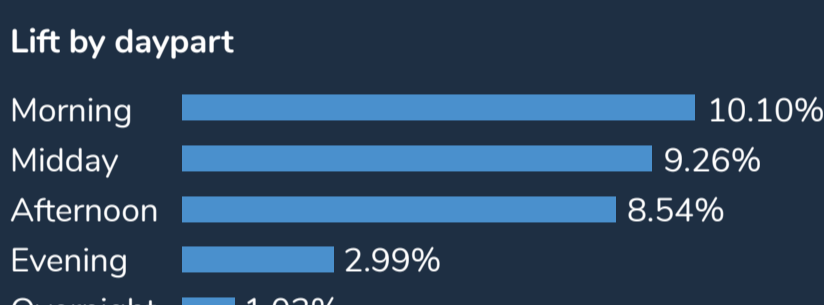
#### Lift by spot length



### Set your watch for engagement

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

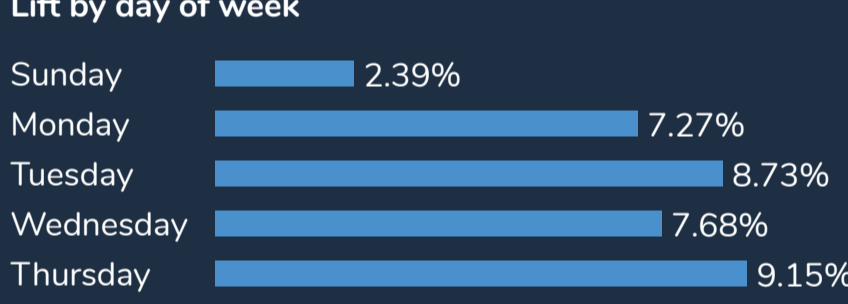
#### Lift by daypart



### 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.

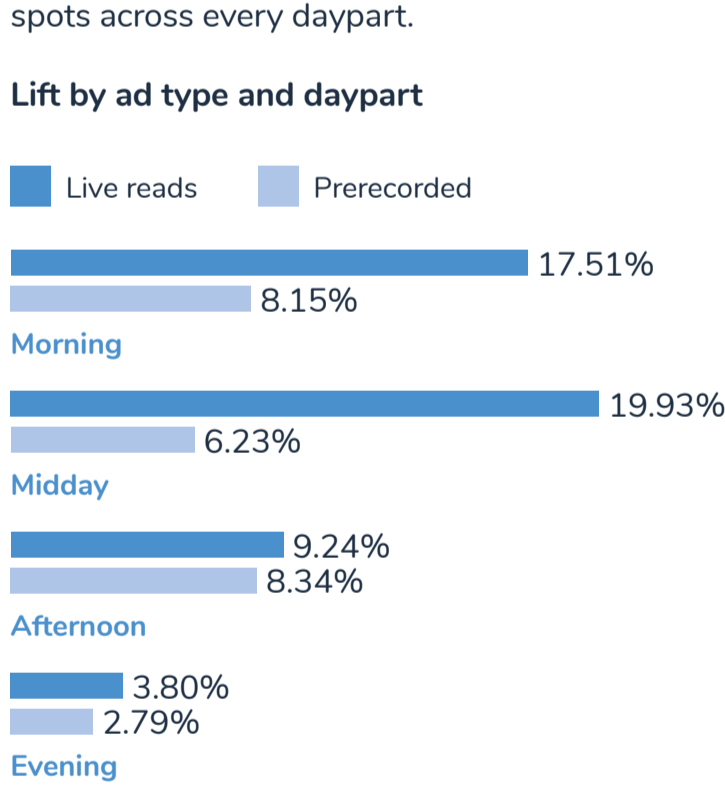
#### Lift by ad type



### Good morning and a wonderful midday

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

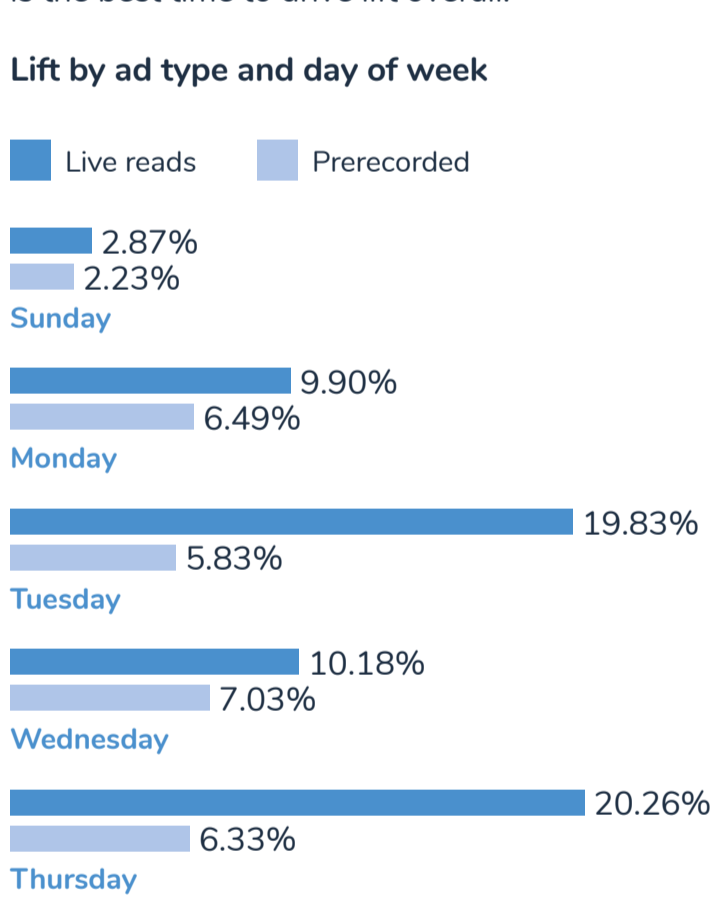
#### Lift by ad type and daypart



### 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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 2. Mark Irwin, "Facebook Ad Benchmarks for Your Industry," WordStream, Aug. 5, 2020, <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>  
 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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