



The TV Pool contains some of the most sophisticated advertisers, seeking always to maximize return on media investment.

MEDIARISK supports their efforts by taking a deep dive into their performance every month.

Case study: Can a competitive media buying performance hide... "dirty secrets"?

Below you can see an example of a TV buying for the month of April 2016 for advertiser Z.



	Benchmark	Advertiser Z	Diff. %
MEGA	0,00	0,00	0,0%
ANTENNA	10,05	12,15	20,8%
STAR	9,10	8,73	-4,0%
ALPHA	8,81	7,88	-10,6%
SKAI	8,90	8,75	-1,7%
TOTAL 5 ch	9,22	9,26	0,4%

Thus, unless you take the deep-dive, you miss the opportunity to spot sub-areas that can be further improved.

Secondly... You need to have market benchmarks. Who will provide them for you?

A step further: Splitting into 2 groups, Prime and Non Prime Time, we understand better.

- Prime Time has been bought 5% cheaper than the market
- Non Prime 9,7% higher

This was due to wrong selections on Antenna that resulted to a higher CPR on Non-Prime vs Prime.

	Benchmark	Advertiser Z	Diff. %		Benchmark	Advertiser Z	Diff. %
	Prime 19:50-24:30	Prime 19:50-24:30			Non-Prime	Non-Prime	
MEGA	0,00	0,00	0,0%		0,00	0,00	0,0%
ANTENNA	11,19	11,96	6,9%		7,75	12,52	61,5%
STAR	10,80	10,43	-3,4%		7,72	7,35	-4,7%
ALPHA	10,13	8,61	-15,0%		7,27	7,02	-3,5%
SKAI	11,24	10,46	-7,0%		6,51	6,96	6,8%
TOTAL 5 ch	10,61	10,09	-5,0%		7,51	8,24	9,7%

From knowing to Improving!

Having spotted the weak areas, smarter TV selections there led to the following results in the subsequent month:

- Prime Time: -8,5% vs market
- Non Prime: From a negative 9,7% moved to a positive 21% !!!

	Benchmark	Advertiser Z	Diff. %		Benchmark	Advertiser Z	Diff. %
	Prime 19:50-24:30	Prime 19:50-24:30			Non-Prime	Non-Prime	
MEGA	16,79	0,00	-100,0%		10,97	0,00	-100,0%
ANTENNA	14,92	14,47	-3,0%		12,13	12,23	0,8%
STAR	9,60	8,50	-11,5%		9,83	8,18	-16,8%
ALPHA	16,24	14,27	-12,1%		12,70	8,65	-31,9%
SKAI	11,93	9,07	-24,0%		6,27	5,00	-20,3%
TOTAL 5 ch	13,32	12,19	-8,5%		11,89	9,39	-21,0%