

TV Ads Overview

A **flexible**, all-digital system for buying more **accountable** and better **measured** television advertising.

- 96 Dish networks
- 12 National cable networks
- Auction-based pricing
- Tuning data from millions of set top boxes



Access precise Performance Metrics to optimize



1. **Spots Scheduled** report lets you know when and where you can expect your ad to air



Spots Scheduled to Air

Report Generated: Feb 16, 2010 7:06:36 PM [Show report detail](#)

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Program	Network Callsign	Scheduled Date	Scheduled Time
The Collection	GAC	Feb 16, 2010	10:15:00 PM
World's Strictest Parents	CMTV	Feb 16, 2010	12:40:00 PM

2. **Played Spots** report shows when and where your ad aired, and how many people watched it



Played Spots

Report Generated: Jun 18, 2008 6:43:08 PM [Show report detail](#)

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Impressions 5,453,109	CPM \$2.29	Viewed Entire Ad (Live) 75,536,034
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4. Use **Google Analytics** to easily view TV impression data and site traffic lift



3. **Reach and Frequency** measures how often viewers saw your ad



Reach and Frequency Report

Report Generated: Oct 3, 2008 1:05:26 PM [Show report detail](#)

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Campaign	Frequency	Reach
Campaign #1	1	230,470

Analyze the effectiveness of your TV Campaigns with Analytics

The screenshot shows the Google Analytics interface for TV Campaigns. The left sidebar contains navigation options like Dashboard, Visitors, Traffic Sources, and Settings. The main content area displays a line chart comparing TV Impressions and Visits over time, with a table below showing campaign-specific metrics. Annotations highlight key features: locating reports, viewing correlations, supporting multiple metrics, and drilling into specific campaigns.

Annotations:

- Hourly Graph by:** (Red box)
- Graph by:** (Red box)
- Locate TV campaign reports** (Yellow box pointing to TV Campaigns in the sidebar)
- View correlation between TV campaign and website metrics to measure effectiveness** (Yellow box pointing to the TV Impressions and Visits lines on the chart)
- Supports many different TV metrics and website metrics** (Yellow box pointing to the TV Impressions, Ad Plays, Viewed Entire Ad, % Initial Audience Retained, Cost, and CPM columns in the table)
- Drill into specific TV campaigns** (Yellow box pointing to the list of TV Campaign #1, #2, and #3 in the table)

Campaign	TV Impressions	Ad Plays	Viewed Entire Ad	% Initial Audience Retained	Cost	CPM
1. TV Campaign #1	623,000	189	687,000	98.12%	\$1,006.78	\$1.62
2. TV Campaign #2	700,456	250	600,654	96.54%	\$1,000.00	\$1.43
3. TV Campaign #3	800,000	350	700,000	97.65%	\$1,450.00	\$1.81