



Someone's ad
share just got cut

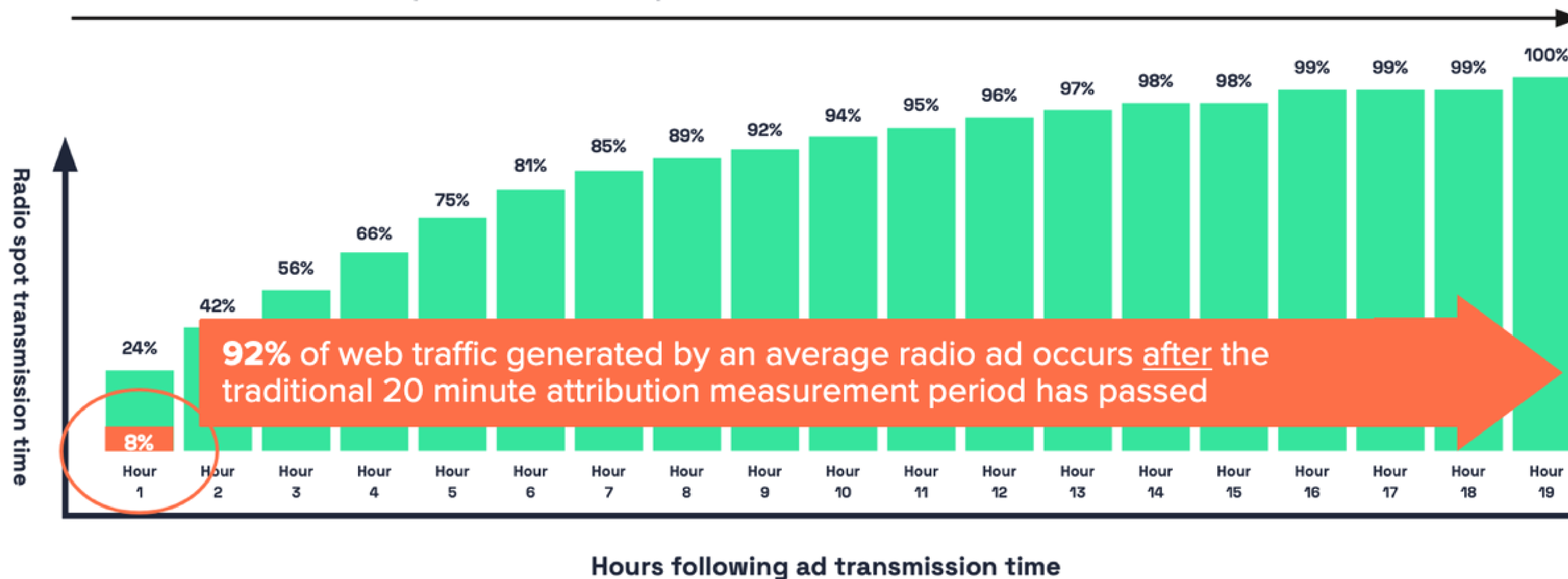
Everything
should behave
like PPC

Google

You get measured
anyway

The offline attribution trap

Cumulative build of effect (proportion of total) for each radio spot delivered by hour following transmission



Base: Average calculated from the outputs of 3x individual campaign models

Source: Radio: The Performance Multiplier, Google Analytics/Colourtext



Offline media needs to engage with modelling

Coming up...

1. Data sources and econometric analysis approach
2. The Google Tax
3. The TV Persistence Dividend
4. Cut TV Once, Pay Twice: The Hidden Value of TV Advertising

Brand coverage

supermarkets

x3 brands

€83m

retail

x3 brands

€44m

online

x3 brands

€30m

insurance

x3 brands

€18m

Data sources

TV Impacts



Web & App Traffic
PPC Impressions



Media Impacts



We treat modelling like a search problem



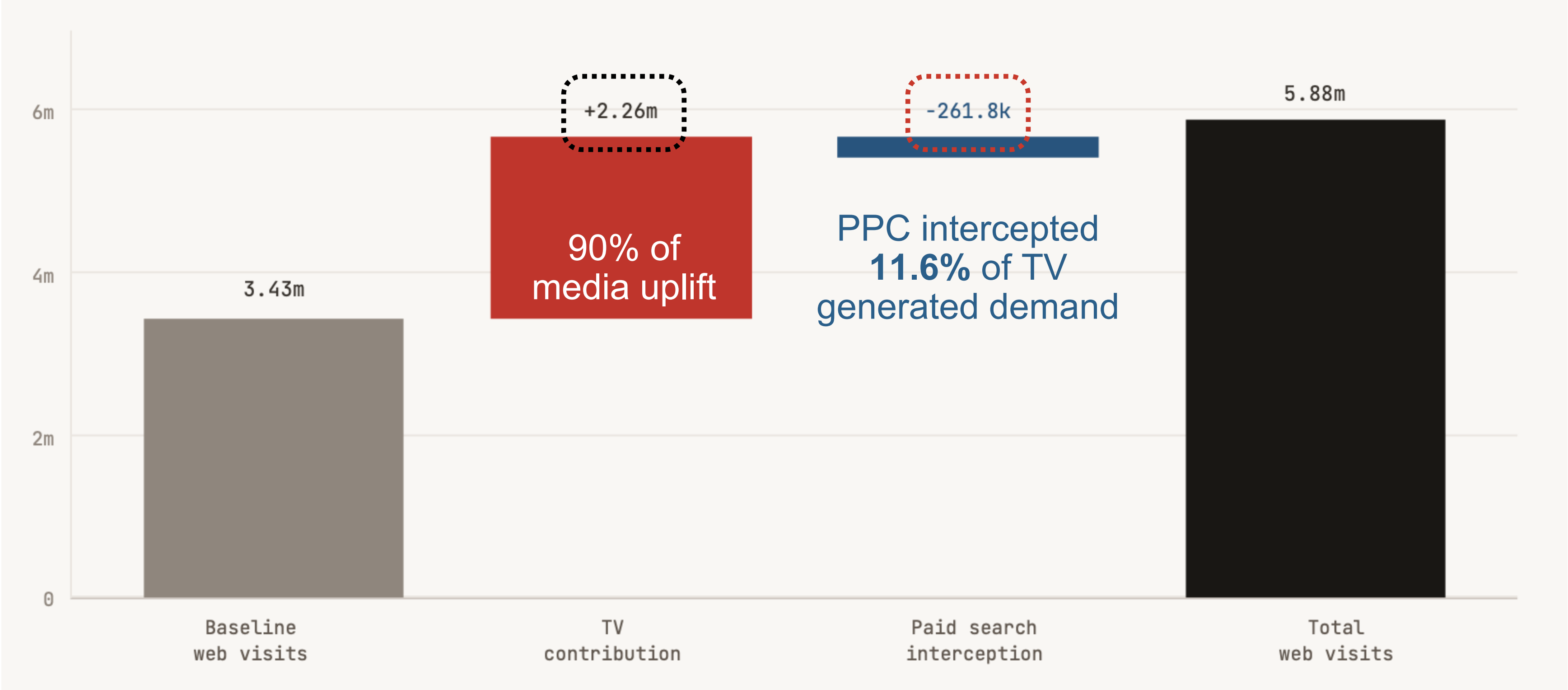
Two men are standing in a doorway, both wearing black bomber jackets over white collared shirts and dark ties. The man on the left has dark hair and a serious expression. The man on the right has a goatee and a slightly more relaxed expression. The background is a dark, possibly black, door or wall with a wooden frame.

It's called
The Google Tax

Distorting budget decisions over time

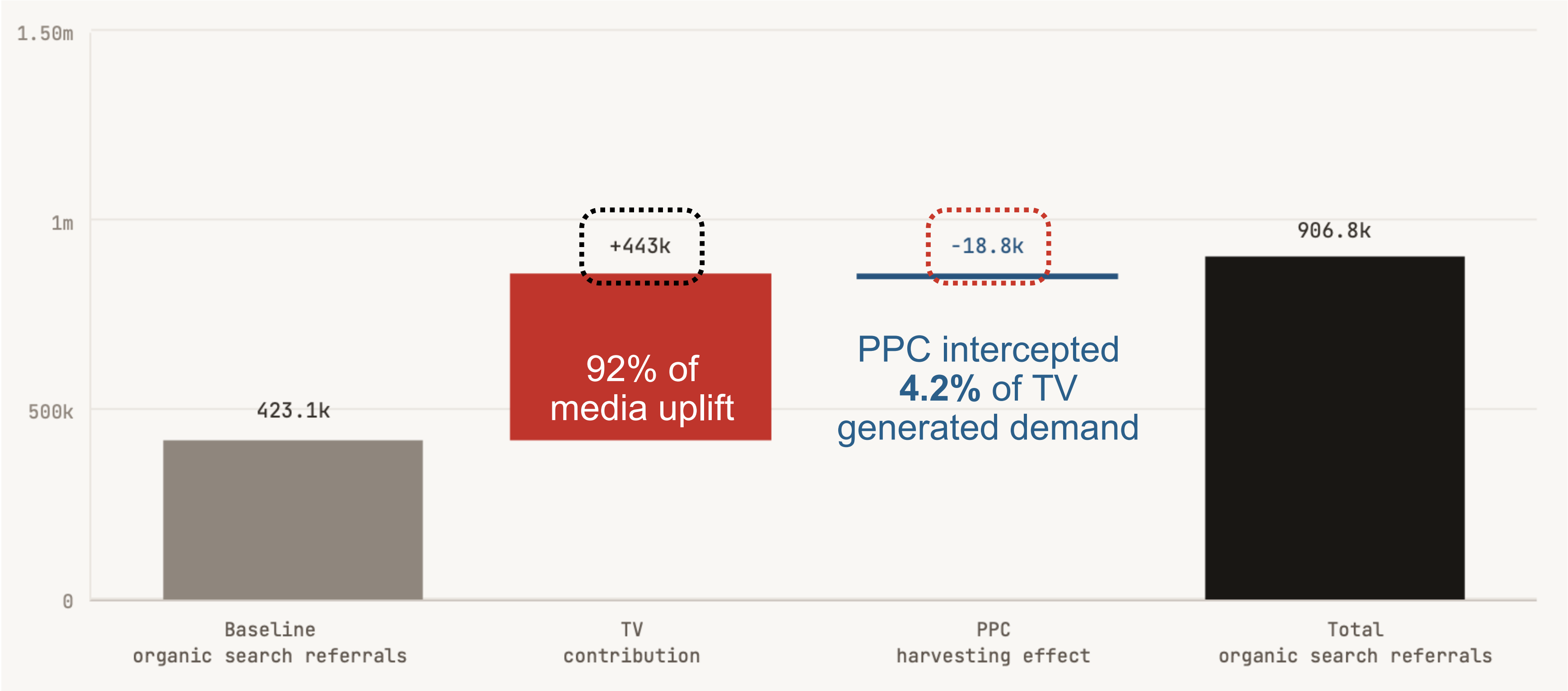
The Google Tax

A waterfall chart showing how baseline demand and TV advertising contribute towards **website traffic** for **Brand 2 (Insurance)**, and how paid search appears to capture part of that demand at the the point of click



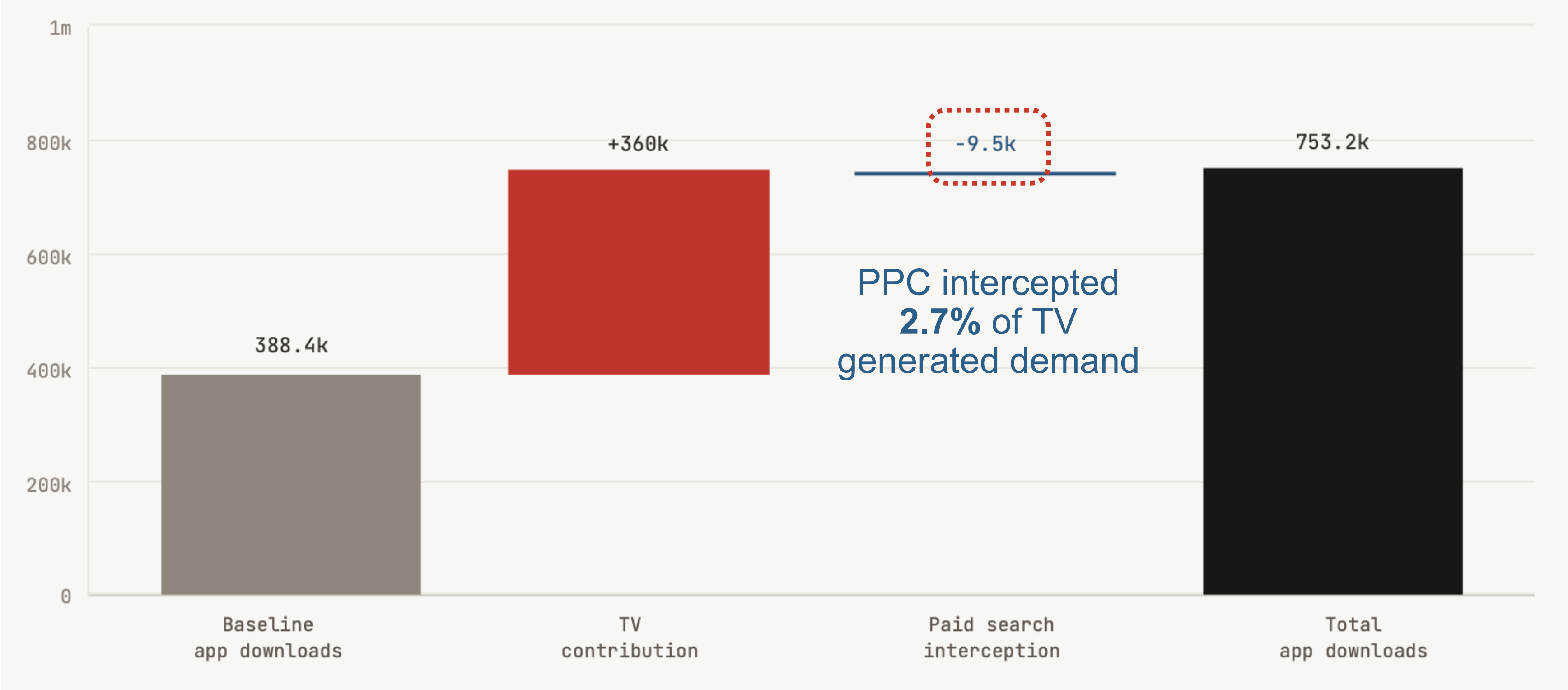
The Google Tax

A waterfall chart showing how baseline demand and TV advertising contribute towards **organic search referrals** for **Brand 2 (Insurance)**, and how paid search appears to capture part of that demand at the the point of click



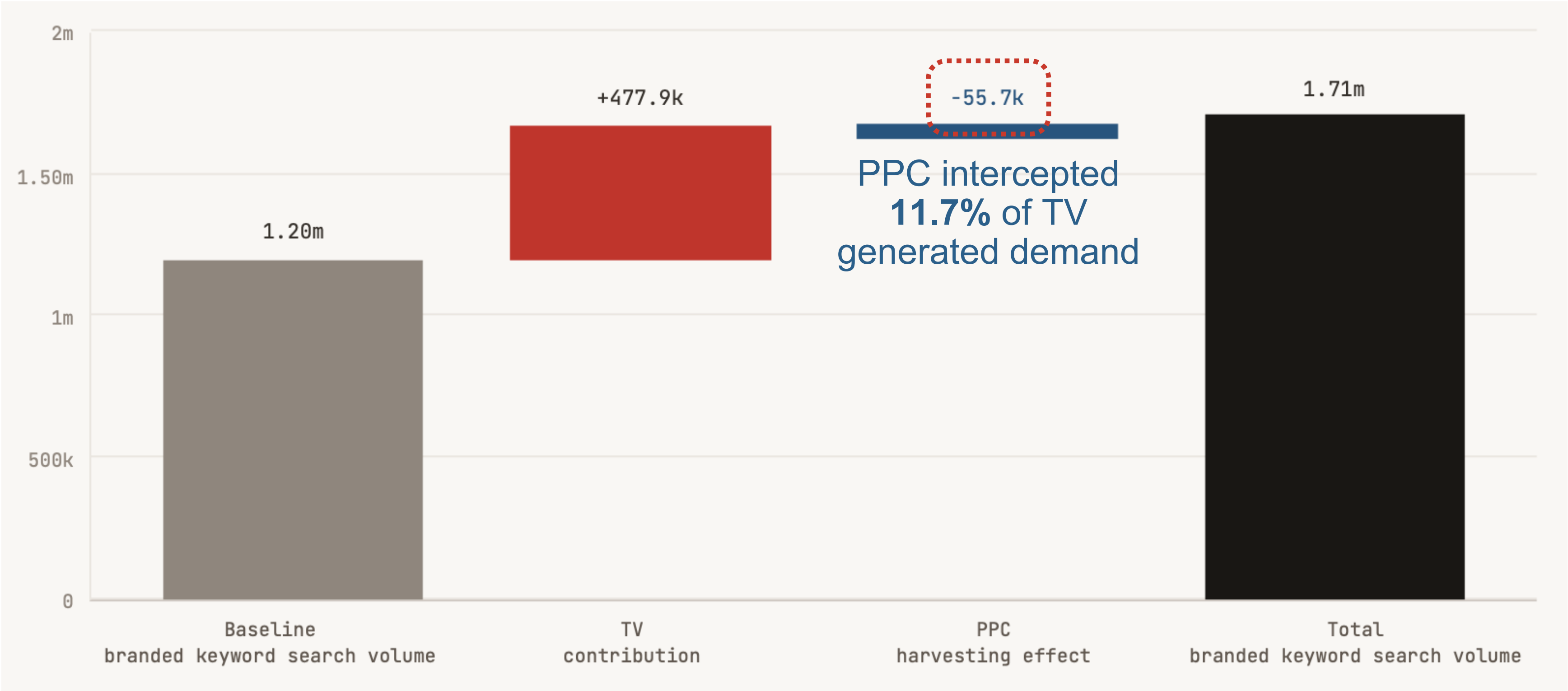
The Google Tax

A waterfall chart showing how baseline demand and TV advertising contribute towards **Mobile App Downloads** for **Brand 3 (Supermarket)**, and how paid search appears to capture part of that demand at the the point of click



The Google Tax

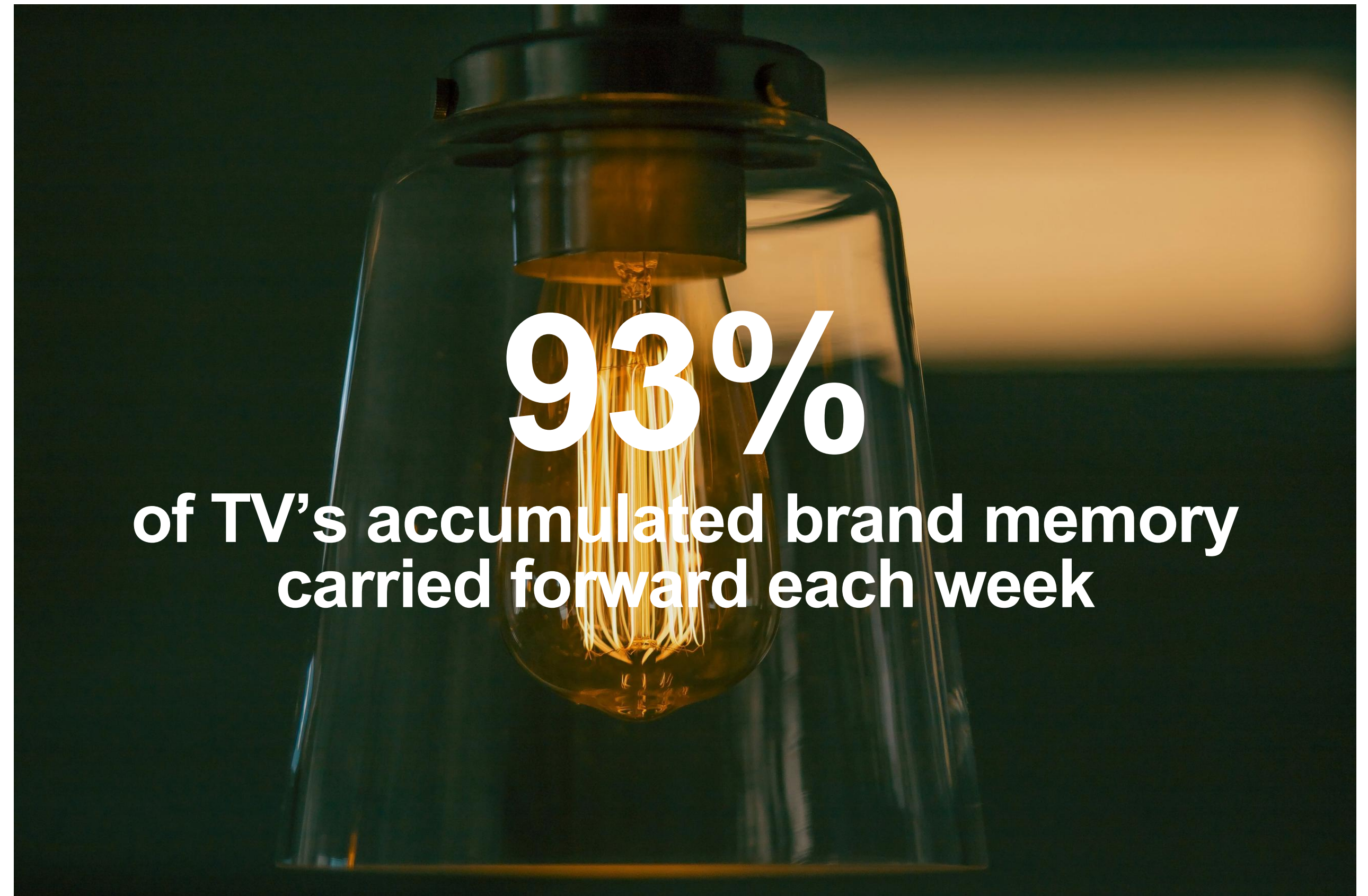
A waterfall chart showing how baseline demand and TV advertising contribute towards **Branded Keyword Search Volume** for **Brand 4 (Retail)**, and how paid search appears to capture part of that demand at the the point of click



The TV Persistence Dividend: TV builds a reservoir of brand memory



The TV Persistence Dividend

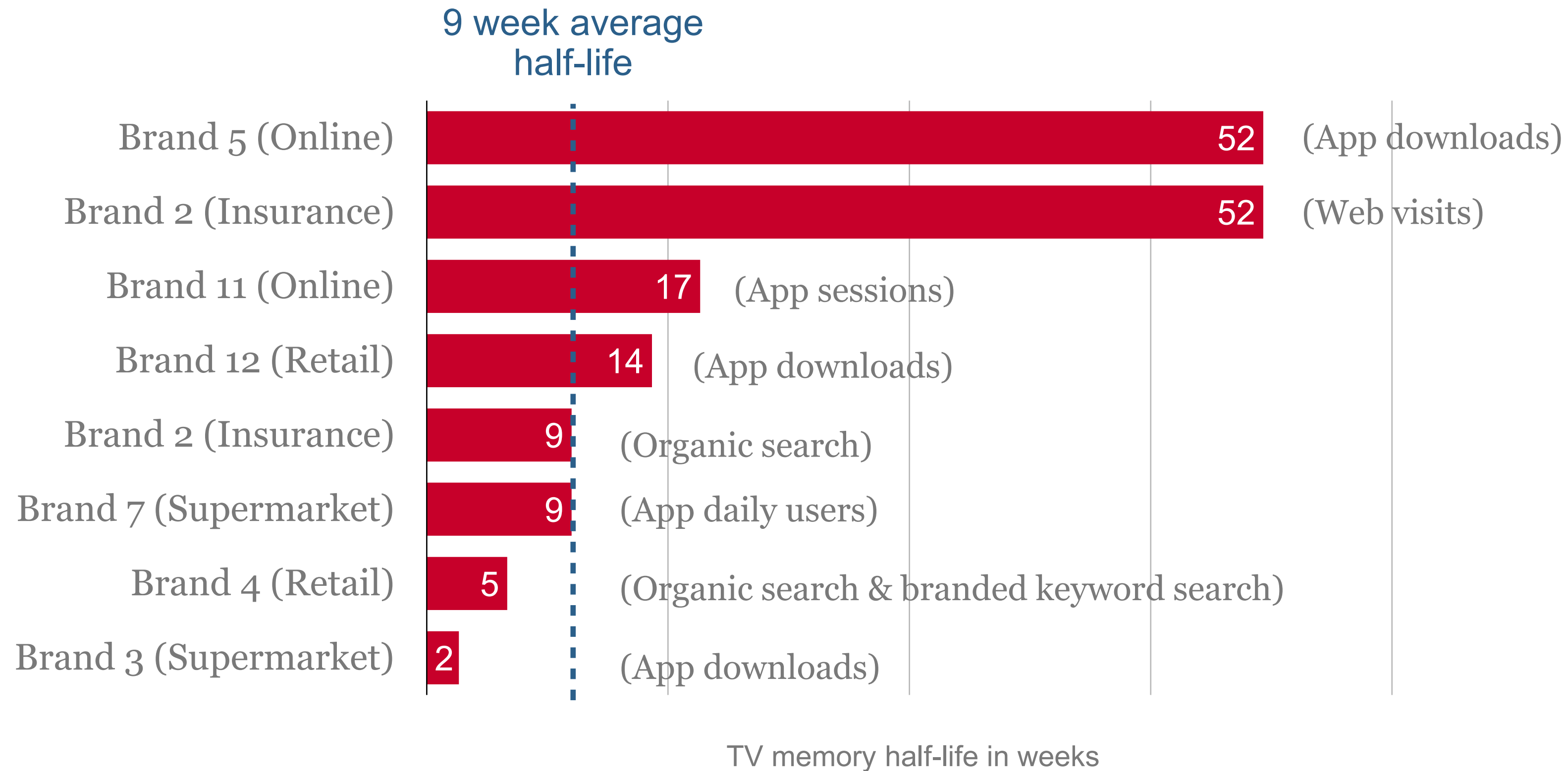


The TV Persistence Dividend



TV's brand memory half-life

Television's influence on various brand outcomes in these models does not evaporate at the end of a campaign. On average it takes about **nine weeks** for half of TV's brand memory effect to fade away



Draining the TV memory reservoir shows up slowly in lost brand performance

- Pausing TV advertising is not a neutral act
- 50% of accumulated brand memory drains away after 9 weeks
- TV's value unfolds over longer horizons than measurement captures
- This means it is routinely undervalued by short-term attribution systems

Cut TV once, pay twice: The hidden value of TV advertising

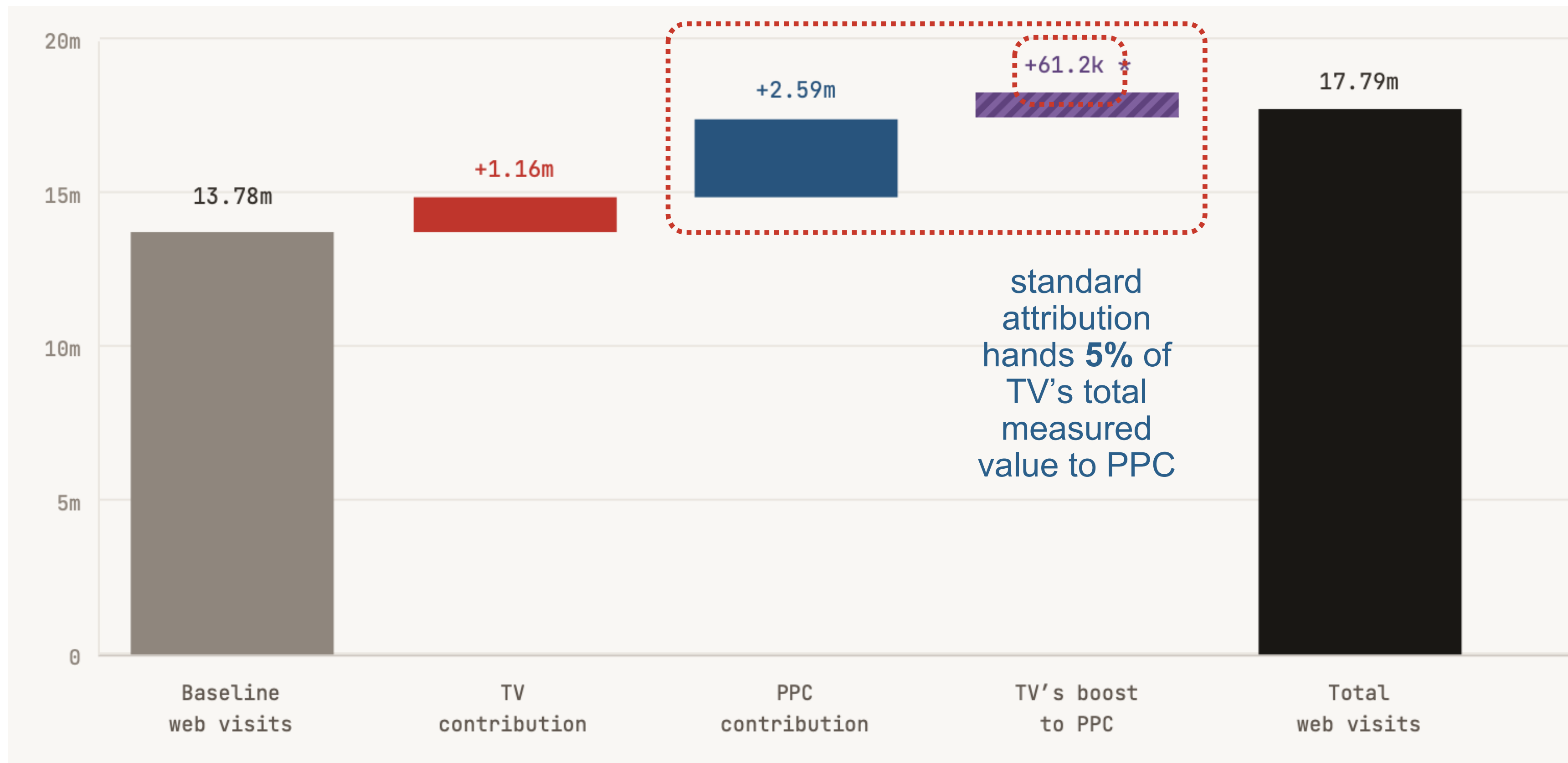


Does PPC effectiveness change when TV is active?



Last-click hands TV's value to PPC

A waterfall chart showing how some of the **Web Visits** created by TV advertising for **Brand 11 (Online)** are misattributed to PPC by last-click measurement



TV's structural boost to PPC

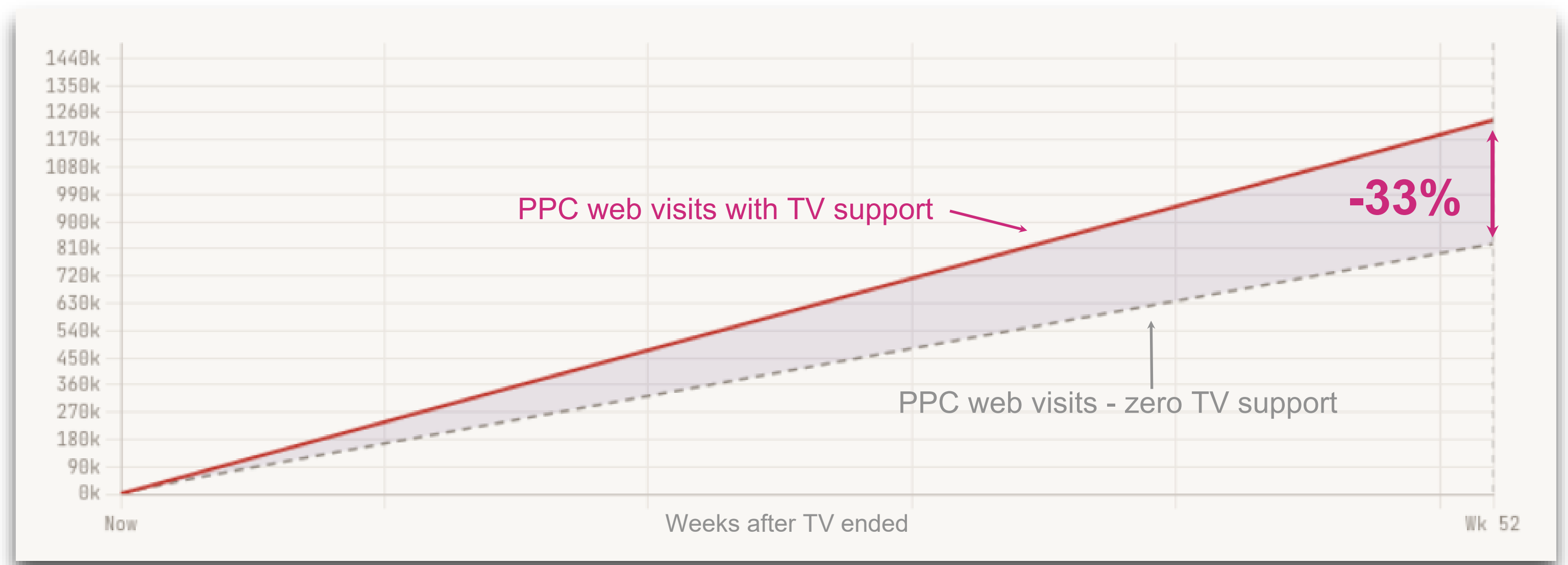
Brand 11 (Online): What happens to the number of **web visits** PPC can convert **one year** after TV is cut

51%

Paid search converted around 51% more web visits when TV ads were running

33%

If TV is cut to zero, PPC's conversion rate would fall by 33% after 1 year



TV's structural boost to PPC

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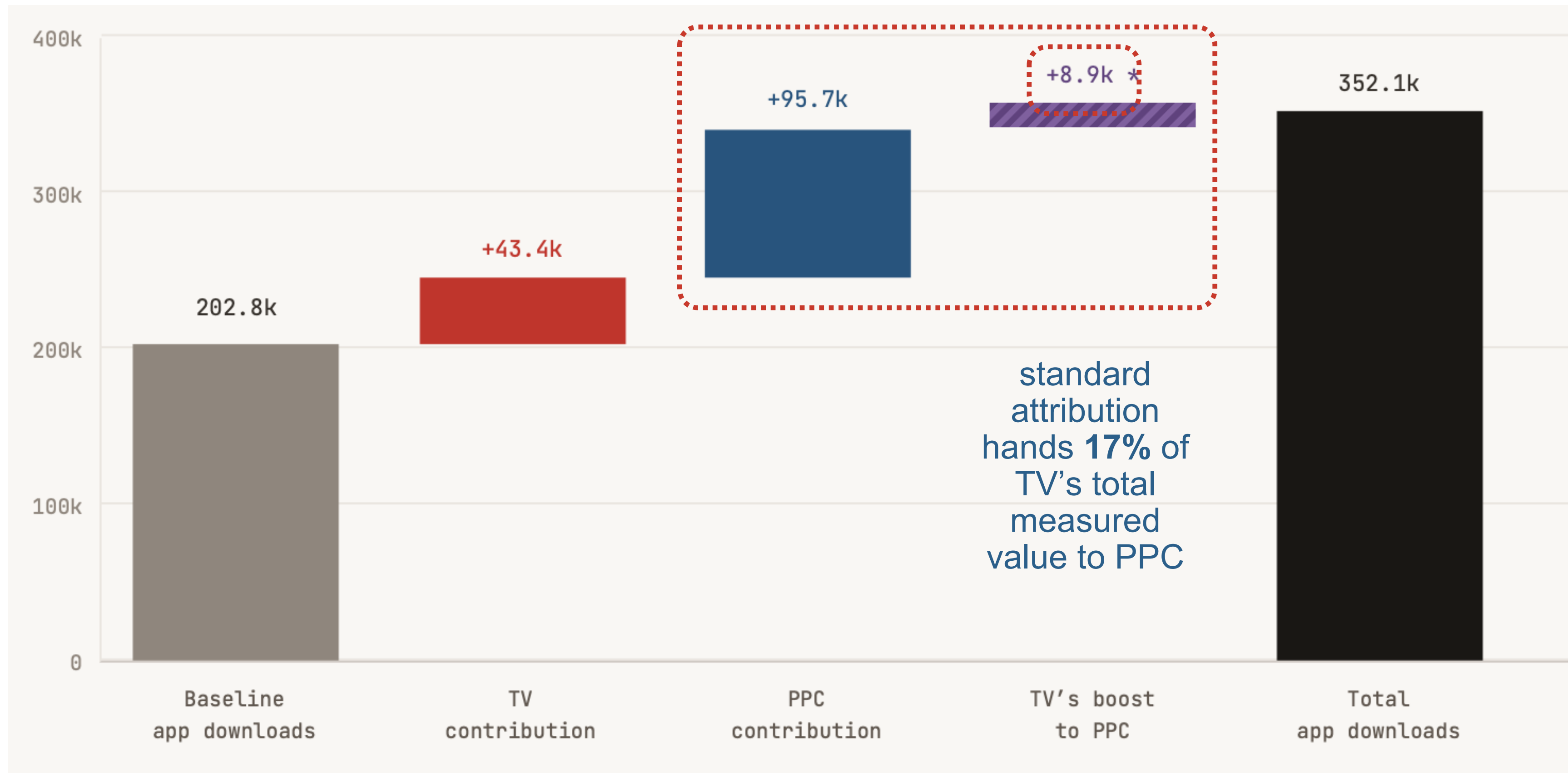
33%

If TV is cut to zero, PPC's conversion rate would fall by 33% after 1 year

TV spend reduction	Year 1 fall in PPC conversion rate
10% budget cut	-3.3%
20% budget cut	-6.6%
40% budget cut	-13.2%
100% budget withdrawal	-33.1%

Last-click hands TV's value to PPC

A waterfall chart showing how some of the **mobile app downloads** created by TV advertising for **Brand 10 (Insurance)** are misattributed to PPC by last-click measurement



TV's structural boost to PPC

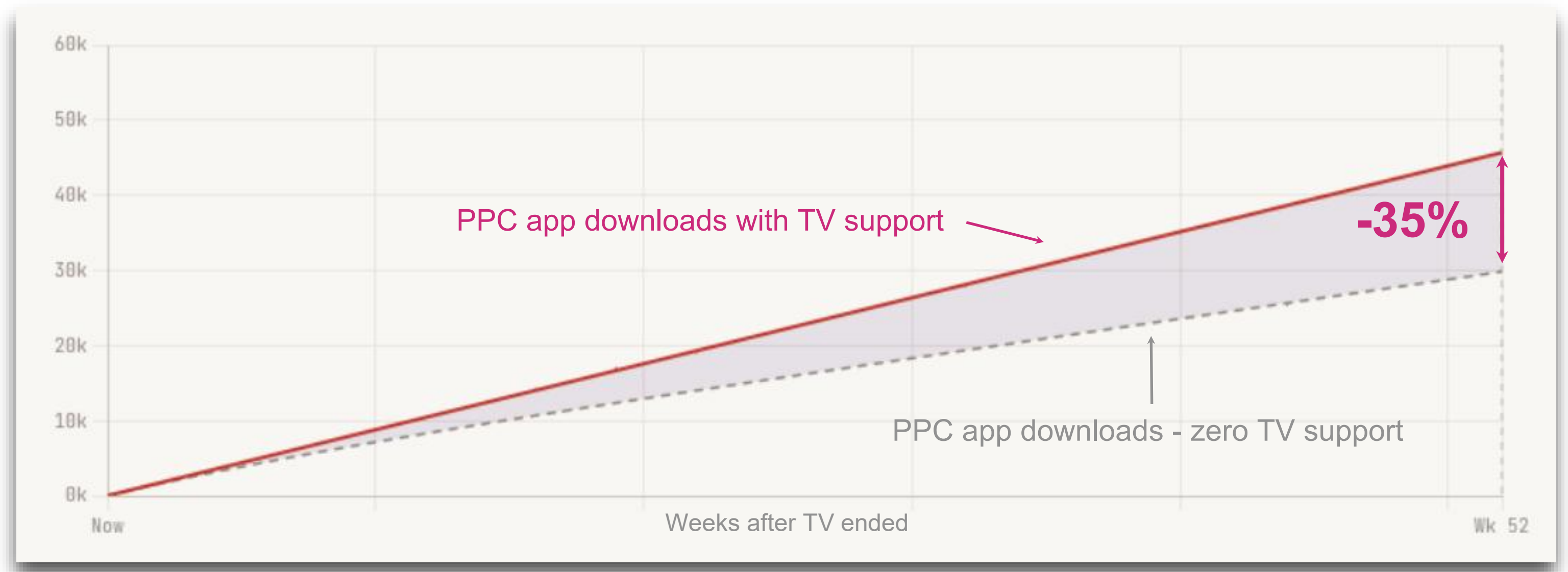
Brand 10 (Insurance): What happens to the number of **app downloads** PPC can convert **one year** after TV is cut

69%

Paid search converted around 51% more app downloads when TV ads were running

35%

If TV is cut to zero, PPC's conversion rate would fall by 33% after 1 year



TV's structural boost to PPC

Brand 10 (Insurance): What happens to the number of **app downloads** PPC can convert **one year** after TV is cut

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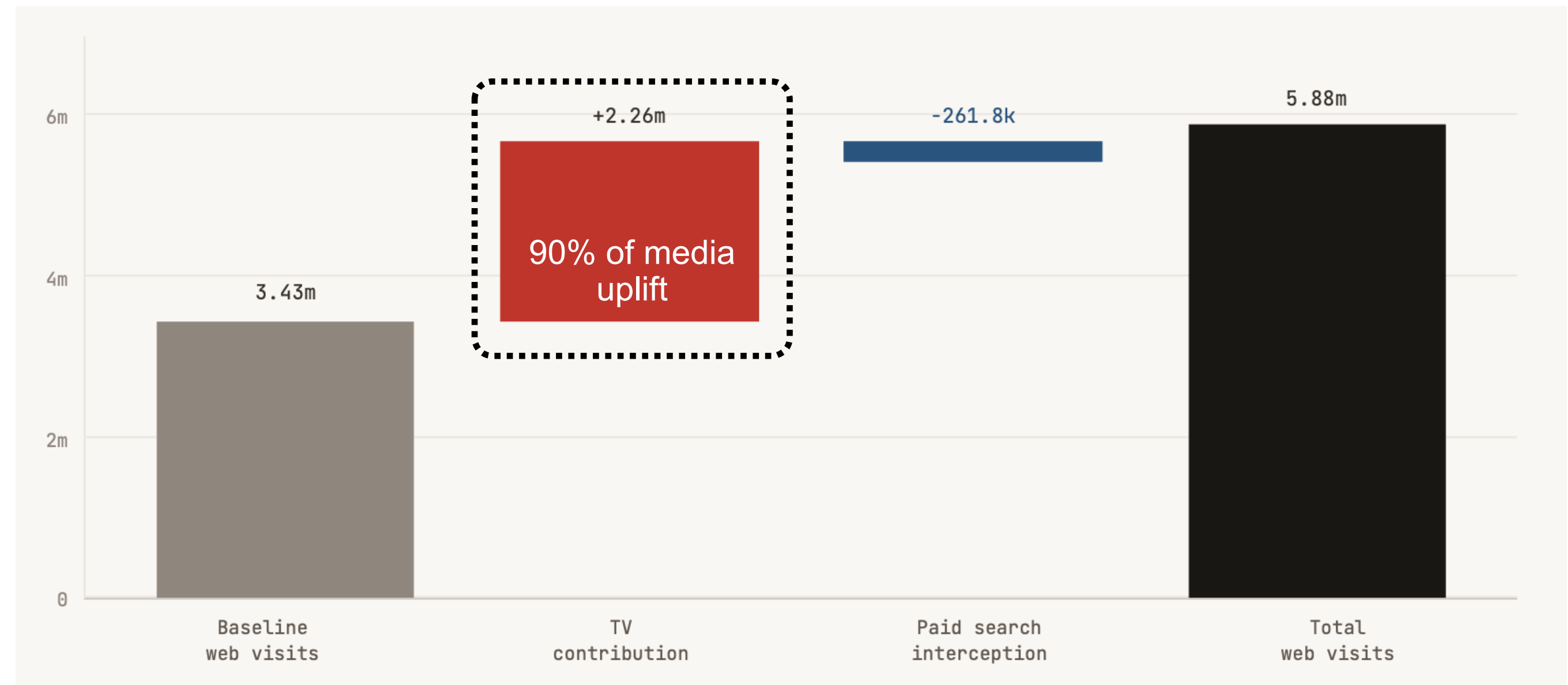
If TV is cut to zero, PPC's conversion rate would fall by 33% after 1 year

TV spend reduction	Year 1 fall in PPC conversion rate
10% budget cut	-3.5%
20% budget cut	-6.9%
40% budget cut	-13.9%
100% budget withdrawal	-34.7%

Cut TV once, take two hits

- Cut TV and the first hit is obvious
- You lose TV's direct contribution to brand outcomes
- e.g. TV delivered 90% of all media-generated uplift in mobile app downloads for Brand 2 (Insurance)

Brand 2 (Insurance): web visits

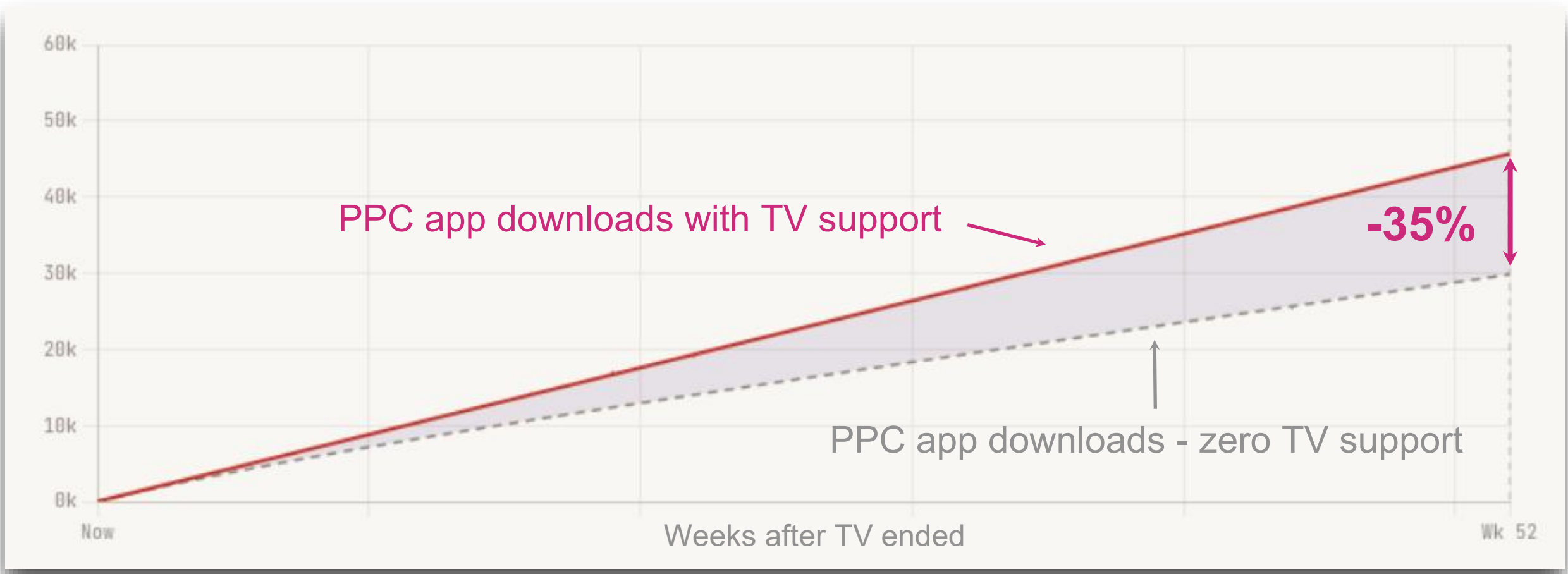


The second hit is easier to miss

TV's brand memory reservoir drains slowly



Search efficiency declines, CPA rates increase



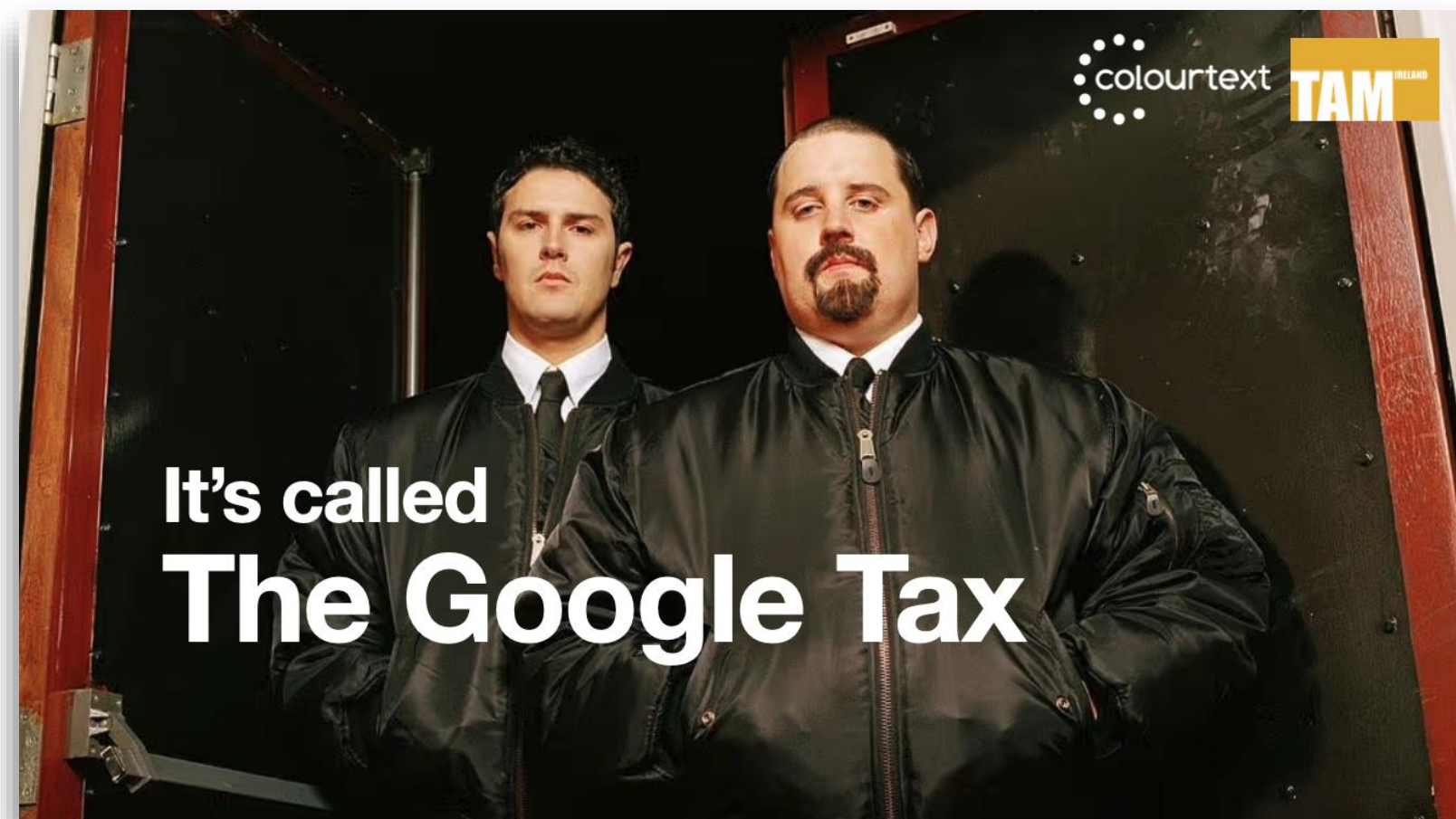
Shifting money in the wrong direction



Outcome > credit > money



Summary conclusions

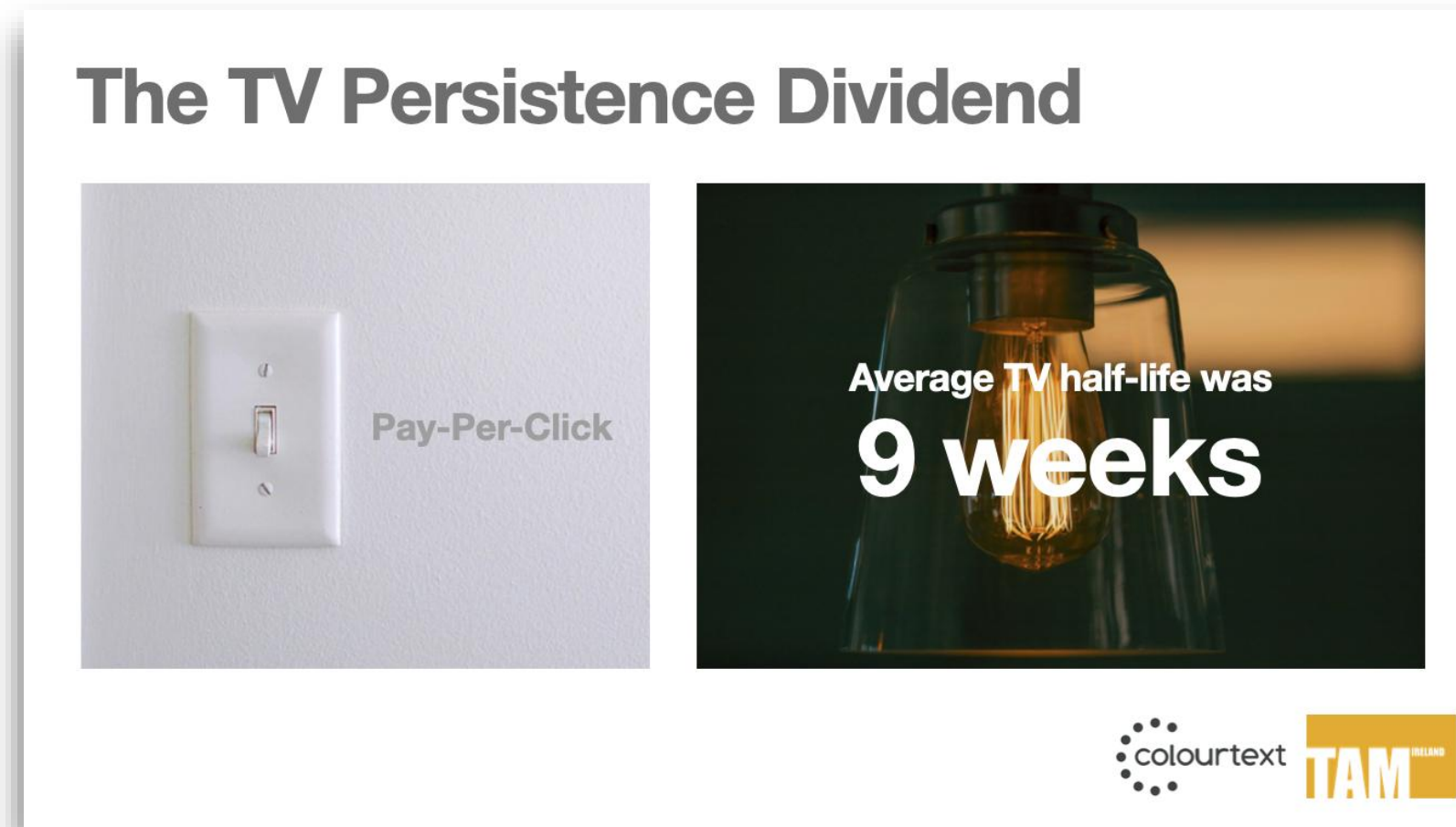


3 brands | 4 models

PPC intercepted between

2.7% - 11.7%

of demand generated by TV advertising that would otherwise have reached the brand organically

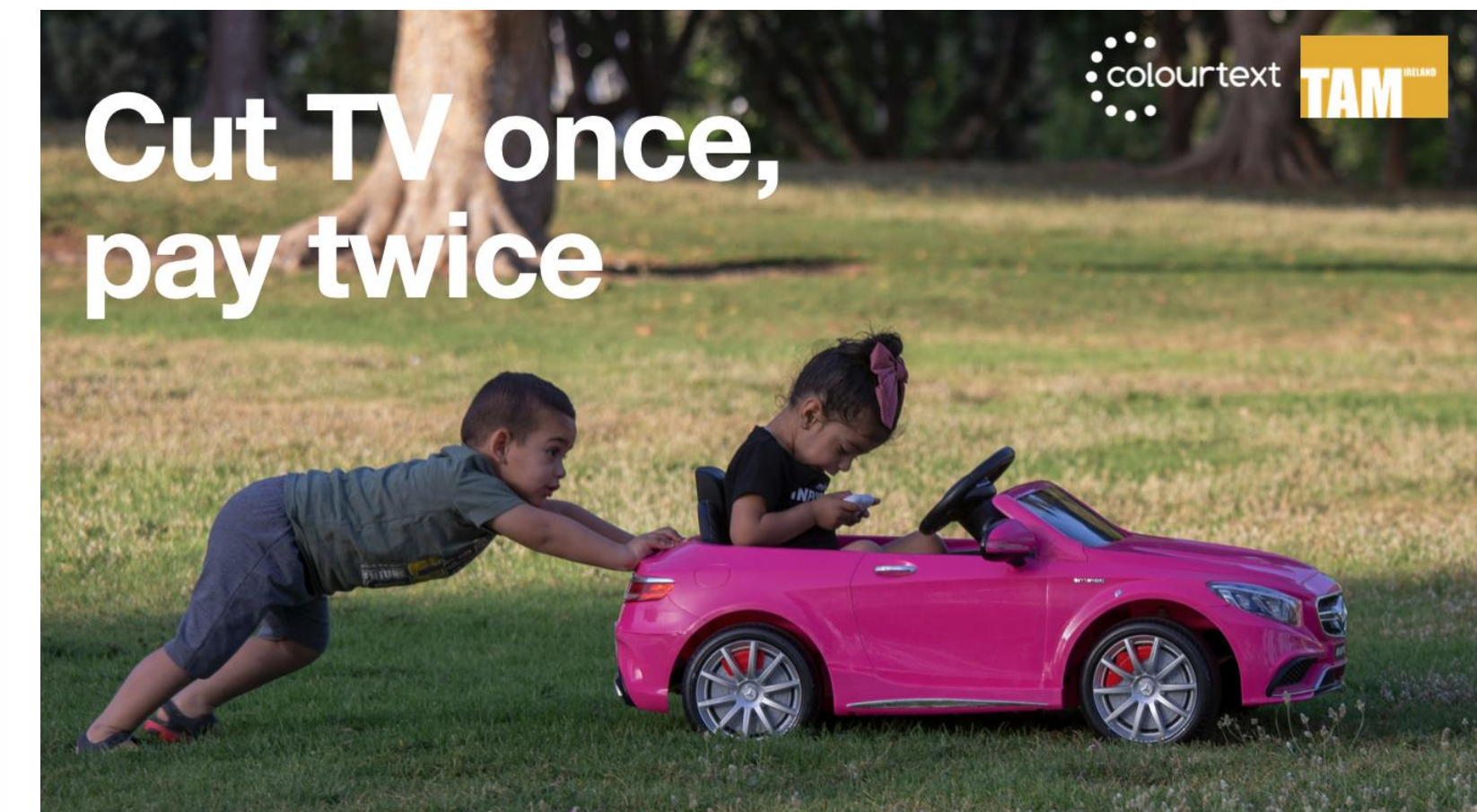


8 brands | 9 models

On average it took around

9 weeks

for half of TV's brand memory effect to drain away



2 brands | 2 models

Paid Search was

51% & 69%

more productive when TV advertising ran at typical levels

TV does more work than the numbers give it credit for

- It's building demand
- It's sustaining demand
- It's feeding channels that appear to outperform it

When we do bad attribution for TV

- We make worse decisions about the future
- Shift money in the wrong direction
- Weaken the reservoir of brand memory
- Make paid search look stronger than it is
- When PPC conversions soften, we don't link it to the original attribution mistake



Final thoughts

- **TV behaves more like a durable brand asset**
- **It keeps working after the spot has aired**
- **It creates value over longer horizons that attribution sees**
- **When cut, the loss arrives later and proves larger & harder to see**