

Case Study: Fine Tuning Target for Returning Cable Network Season Premiere

► Executive Summary

Our client, a niche cable network, was challenged to promote the second season premiere of a reality program. They understood that success hinged on reminding first season viewers of the series' return and driving incremental viewers to sample the second season.

Simulmedia engaged its Audience Engine to find the program's first season audience and additional target viewers deemed most receptive to program promotion. Simulmedia packaged off-network television inventory to deliver 30-second promotional spots to the network's target audience in our national inventory footprint.

Although Simulmedia's national inventory footprint spans a multitude of sources, we implemented the campaign as a single order and provided one invoice. Upon completion of the campaign, we confirmed our delivery of reach, frequency & conversion.

► Goal

Drive viewers to a niche cable network reality program's second season premiere.

► Strategy

Simulmedia worked with the network client to identify and fine-tune the appropriate target audience. Leveraging the Simulmedia Audience Engine, we found the program's first season viewers and a look-alike audience, viewers exhibiting similar traits to first season viewers.

► Execution

We packaged and sold television inventory that matched the strategic footprint. We delivered one invoice and post logs to the client along with post campaign analysis.

► Result

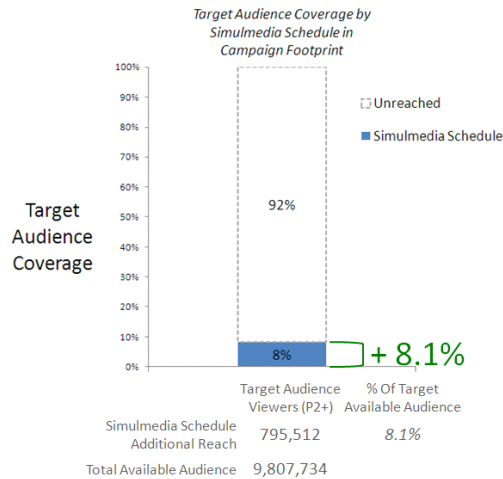
Simulmedia measured the impression volume, reach and conversion of its national footprint media schedule.

- ▶ Simulmedia's schedule reached 8.1% of the total available target audience.
- ▶ Simulmedia's schedule converted 21,131 viewers to tune in to the premiere at a cost of \$2.97 per viewer and with an overall conversion rate of 0.75%.
- ▶ Validating the selection of the target audience, first season viewers and look-alike exposed to promotional spots converted to program viewers at a rate of 1.95%.

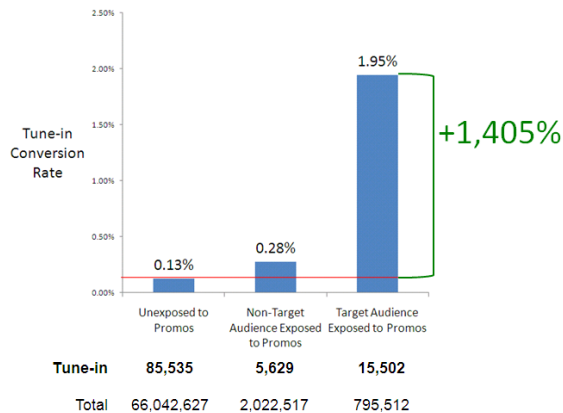
Charts and Conclusion ►

► Charts: Audience Coverage & Conversion

+8.1% Target Audience Coverage from Simulmedia Schedule



+1,405% Increased conversion for Target Audience exposed to promos



► Conclusion

The chief factor determining promotional campaign performance is unduplicated reach into the program's target audience. Off-network television advertising is an effective means to reach additional target audience viewers. Reaching previous season viewers is critical to the success of campaigns promoting subsequent season premieres.

► About Simulmedia

Simulmedia is made up of media veterans, technologists and scientists. Our team holds a variety of patents in advertising, audience segmentation and social media technologies. We are venture backed by Avalon Ventures, Union Square Ventures and Time Warner Investments. We believe in the power of television.