

DATA-DRIVEN TV

POINT OF GROWTH IN CORE MEDIA

BROADCAST TV: CORE MEDIA



36%
of media budget*

78%
of weekly reach**

*RACA, 2020 H1

**Ipsos Comcon, RTGI 16+, 2020 H2

KEEP UP WITH SPEED OF TECH

QRTV - инструмент реального взаимодействия ТВ и Digital-каналов

НРА НАЦИОНАЛЬНЫЙ РЕКЛАМНЫЙ АЛГОРИТМ

2

Audio

Watermarks

3

Продажа телевизионного инвентаря по сегментам реальных потребителей

позволяет таргетировать рекламное сообщение на потенциальных покупателей товарной категории и измерять эффект кампании на продажи



НРА НАЦИОНАЛЬНЫЙ РЕКЛАМНЫЙ АЛГОРИТМ

1. Build segments before deal
2. More transparent process
3. Potential for other products

UNDER THE HOOD

19 000+
respondents



- movies ■
- cartoons ■
- programs ■
- news ■
- ad spots ■



~200 MIO
events per year

Soc-dem

Interests

Viewing time

Patterns

Channels

Genres

Days of the week

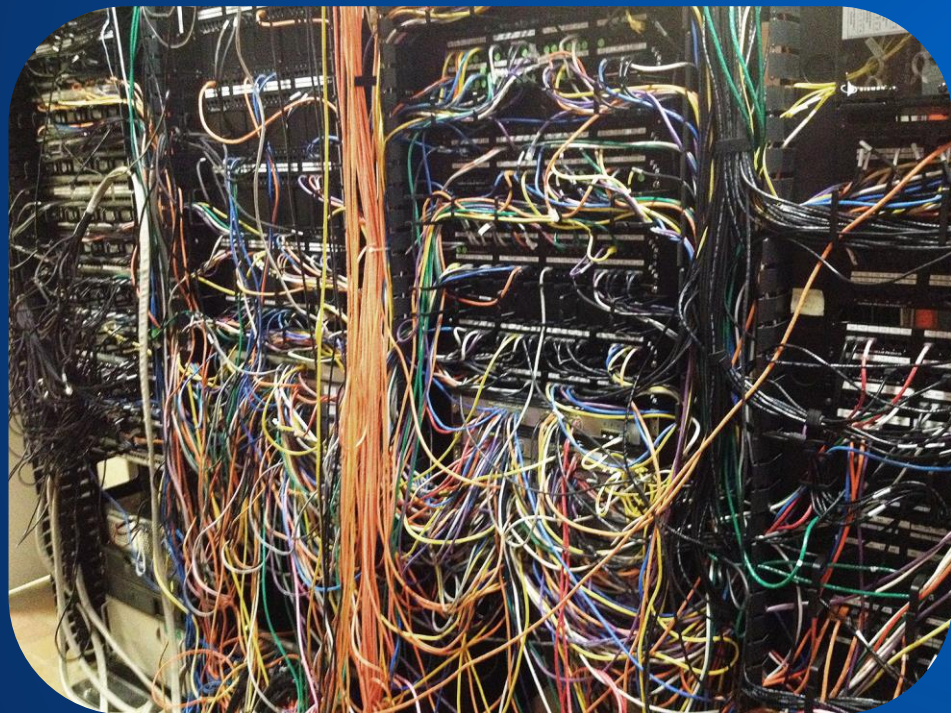
Timeslots

~2 500 000 000

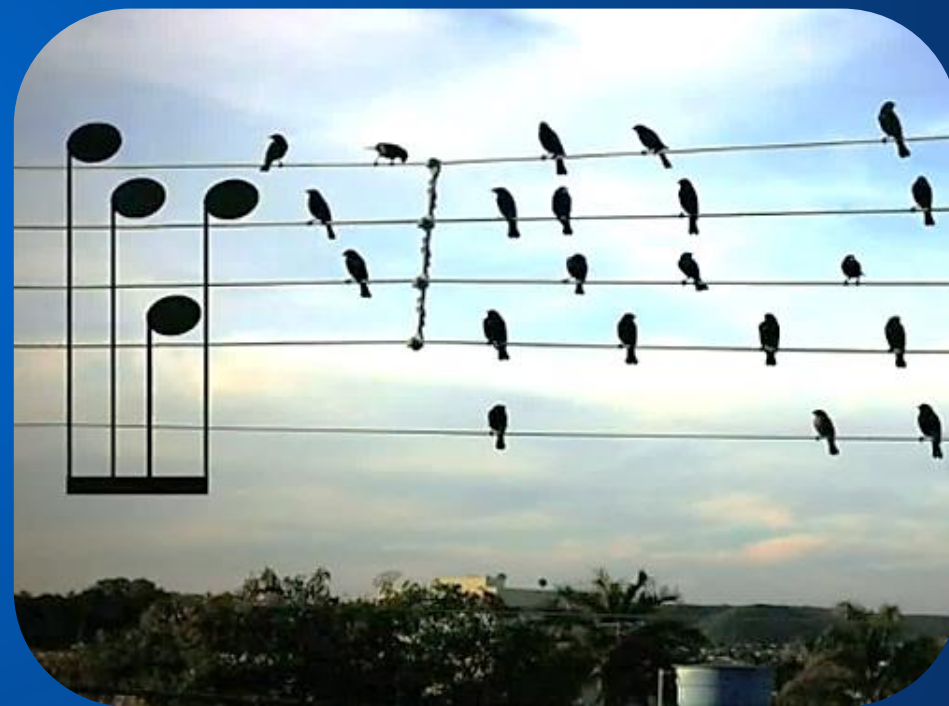
data points per year

SINGLE SOURCE, MARKET CURRENCY

DIGITAL



TV

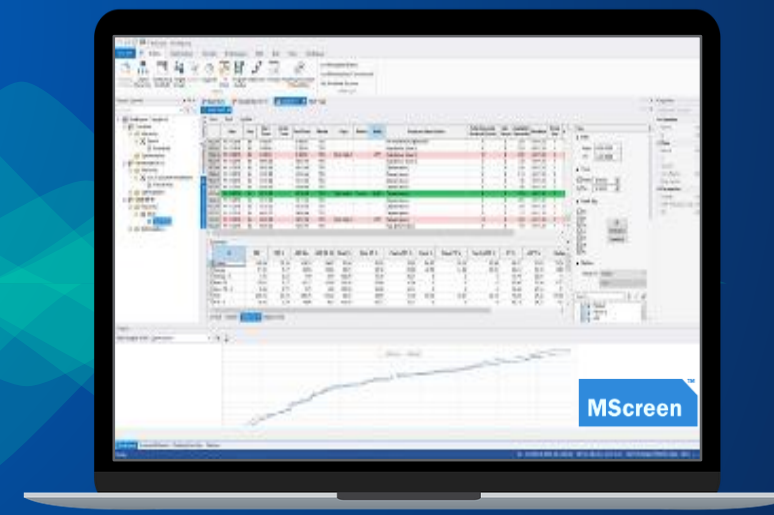
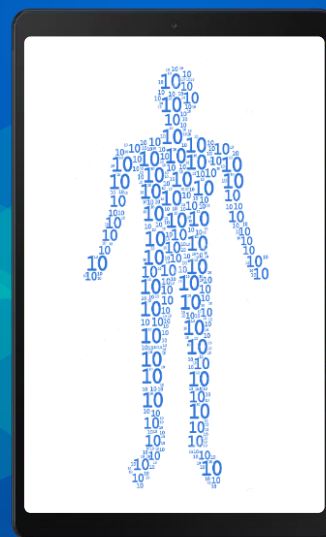
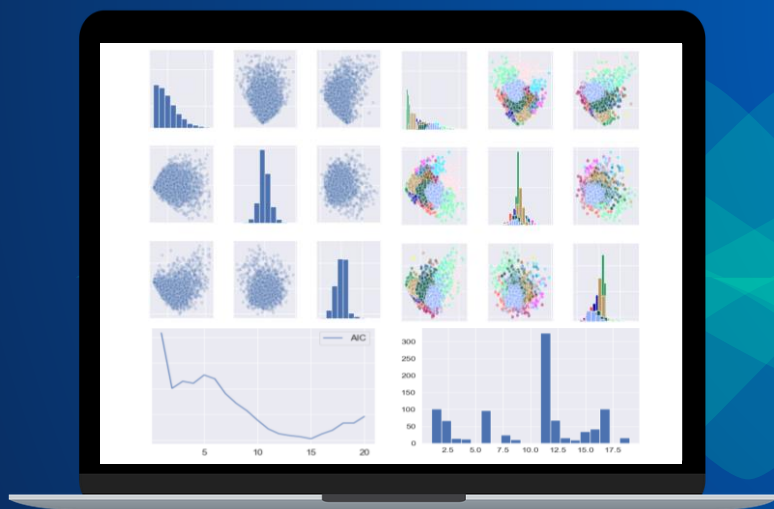


DATA-DRIVEN, SEAMLESS BUYING

CLUSTER
VIEWERSHIP

BUILD
SEGMENT

RUN SEAMLESS
TV-BUYING



NEW DATA & TECH PRODUCTS

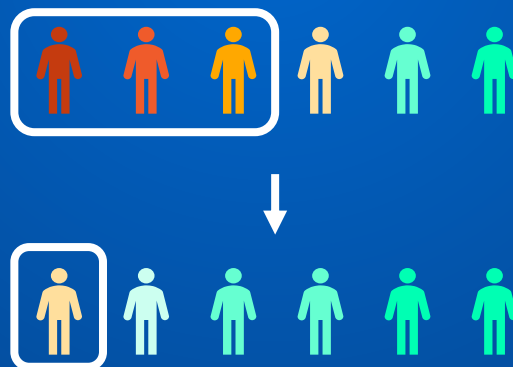
Precision TV

Targeting on custom audiences with distinctive TV viewership



Always-On TV

Iterative retargeting for R&F control in wide categories



Behavioral TV

Activation of specific patterns in perceptive moments



RESULTS

Precision TV

Travel

+2.7 pp

segment reach@3+

+3.4 MIO

RUB

Always-On TV

Pharma

+3.6 pp

reach@6+

+7.4 MIO

RUB

Behavioral TV

Beauty

1.5x

target viewership pattern

+13%

conversion to sales

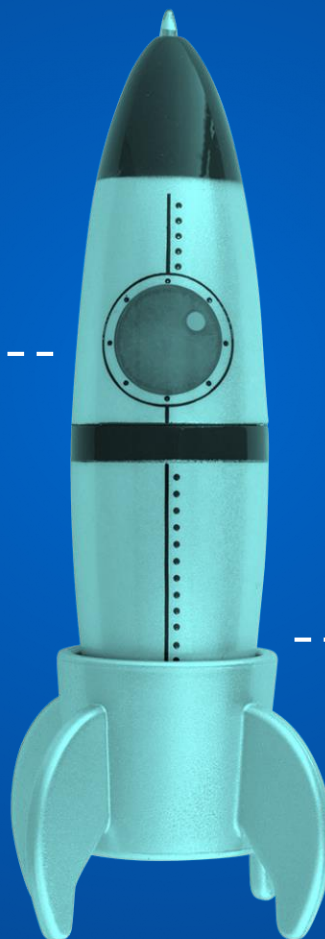
CONTACT YOUR GROUPEM AGENCY



ANALYTICS



Powered by
event level
TV-data



SEAMLESS BUYING



Powered by

