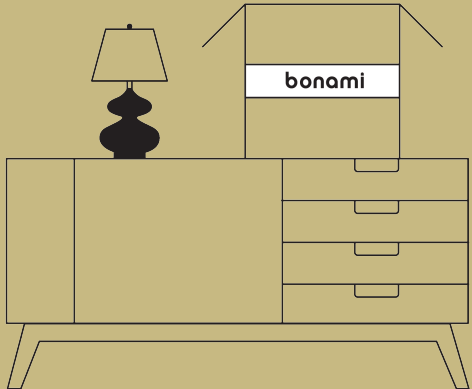
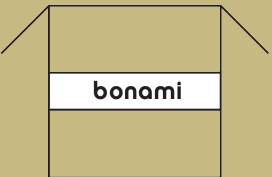
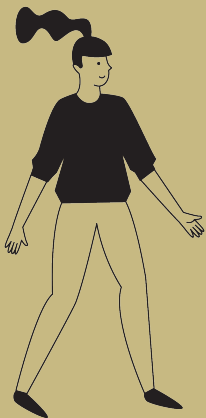
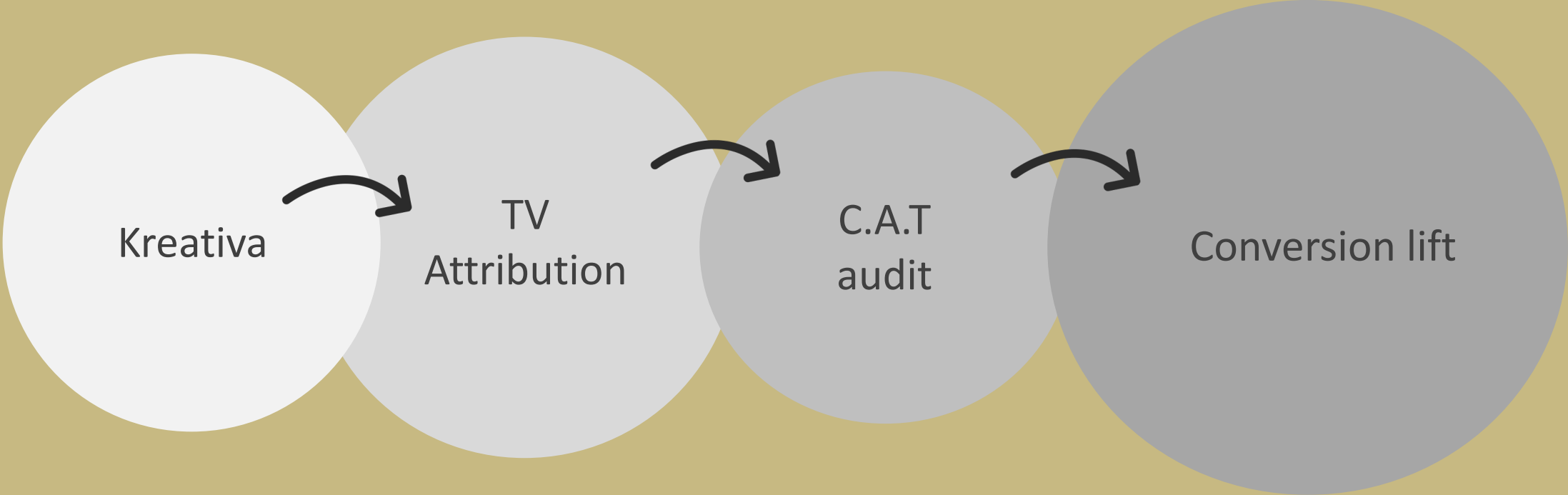
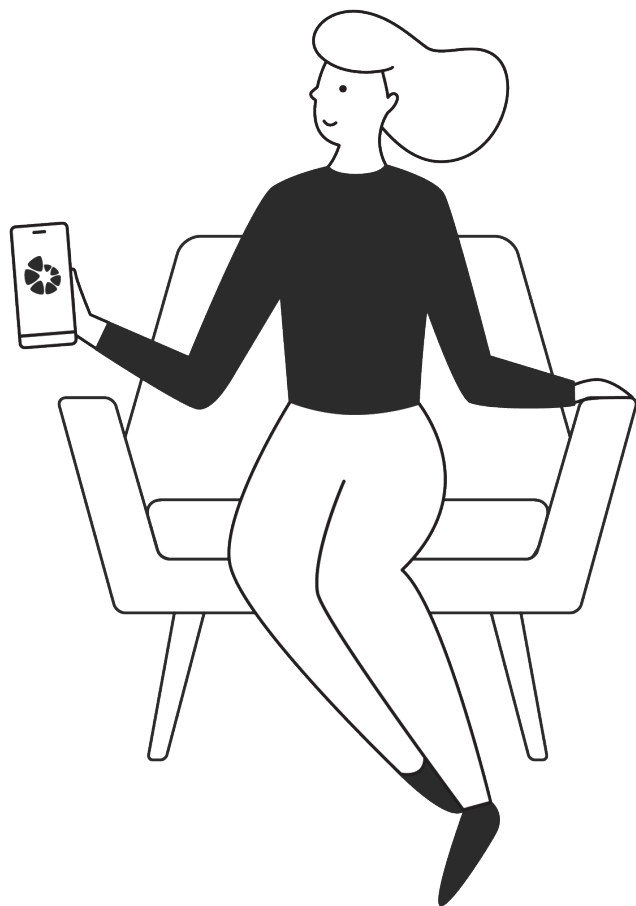


Bonami video kampaně & Google reporty

TV Attribution, Creative audit a Conversion lift





Kreativa

30+



45H+



Představuji si,
jak budou vypadat
u nás doma

Inspirativní a
zajímavé produkty

Příjemně se u
toho **uvolním**

Najdu tam spoustu
produktů, které mi
pomůžou **oživit náš
domov**

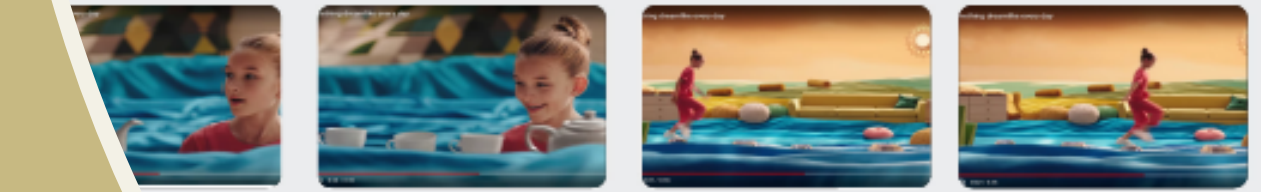
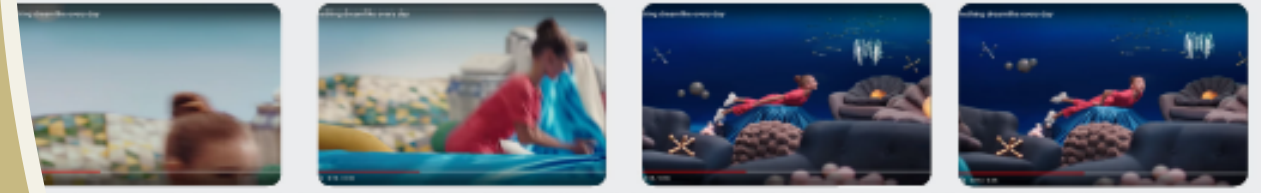
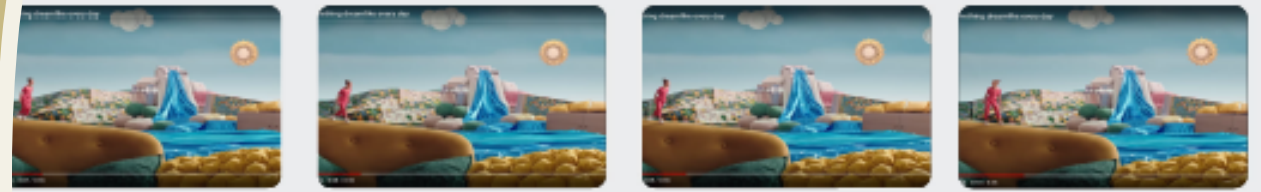
Radost **vybírat**

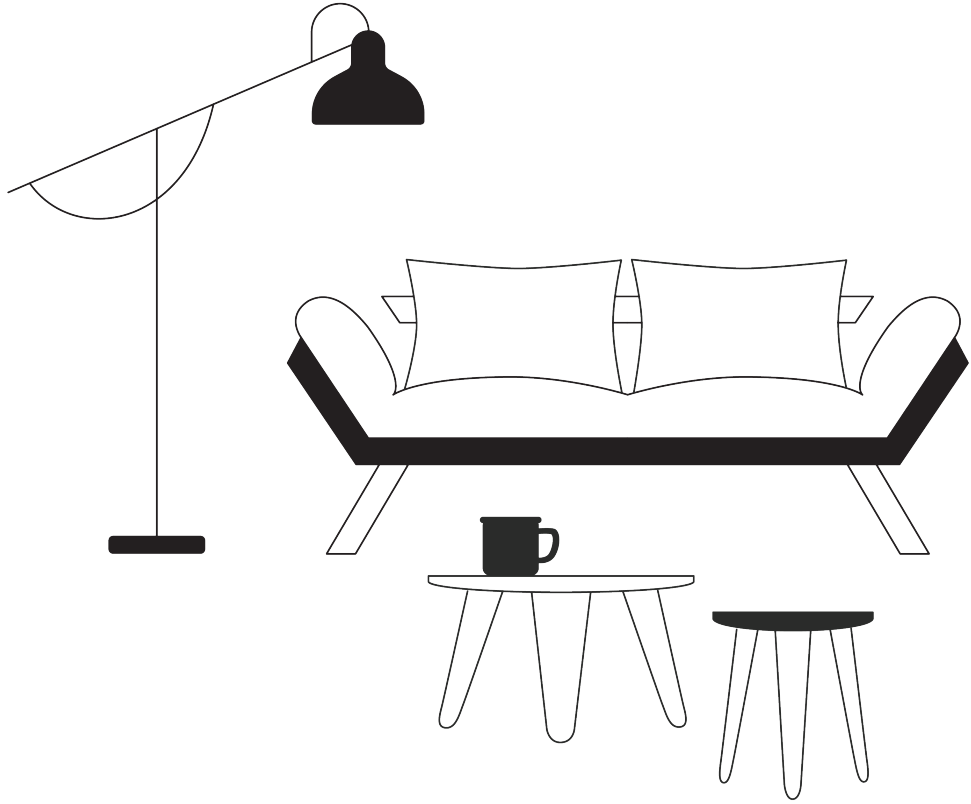
Ráda
**procházím
web** Bonami

Přijdu na jiné myšlenky
a uvolním se, **když vyhledávám**
zajímavé a rozmanité kousky

Užívám si
vyhledávání
různých kousků a
vychytávek

30s spot pro TV





TV Attribution



10 minut



TV SPOT DATA



- Impressions
- Creative
- Network
- Day-part etc.
- *Historical*

GOOGLE ANALYTICS DATA



- Paid visits
- Direct visits
- Organic visits
- Baseline, Ad, Other
- *Historical*

GOOGLE SEARCH DATA



- Volume
- Brand, Generic
- Tablet, Desktop, Mobile
- *Historical*

Combine & analyse



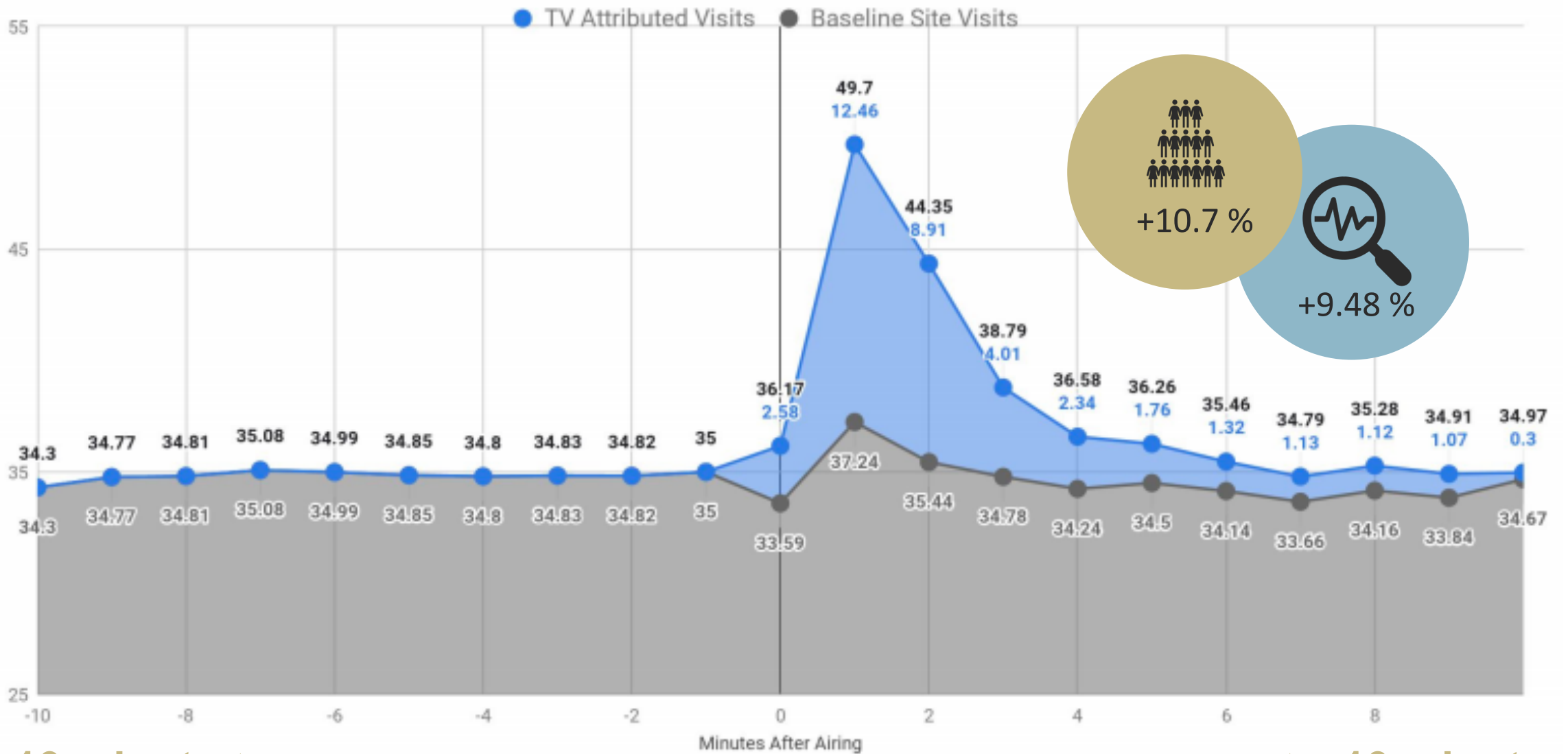
Bayesian Inference with
Gibbs Sampling

Incremental searches & visits
attributed to individual TV spots

10:30 a.m. 11:30 a.m. 12:30 p.m. 1:30 p.m. 2:30 p.m.

GRP
vs
Imprese

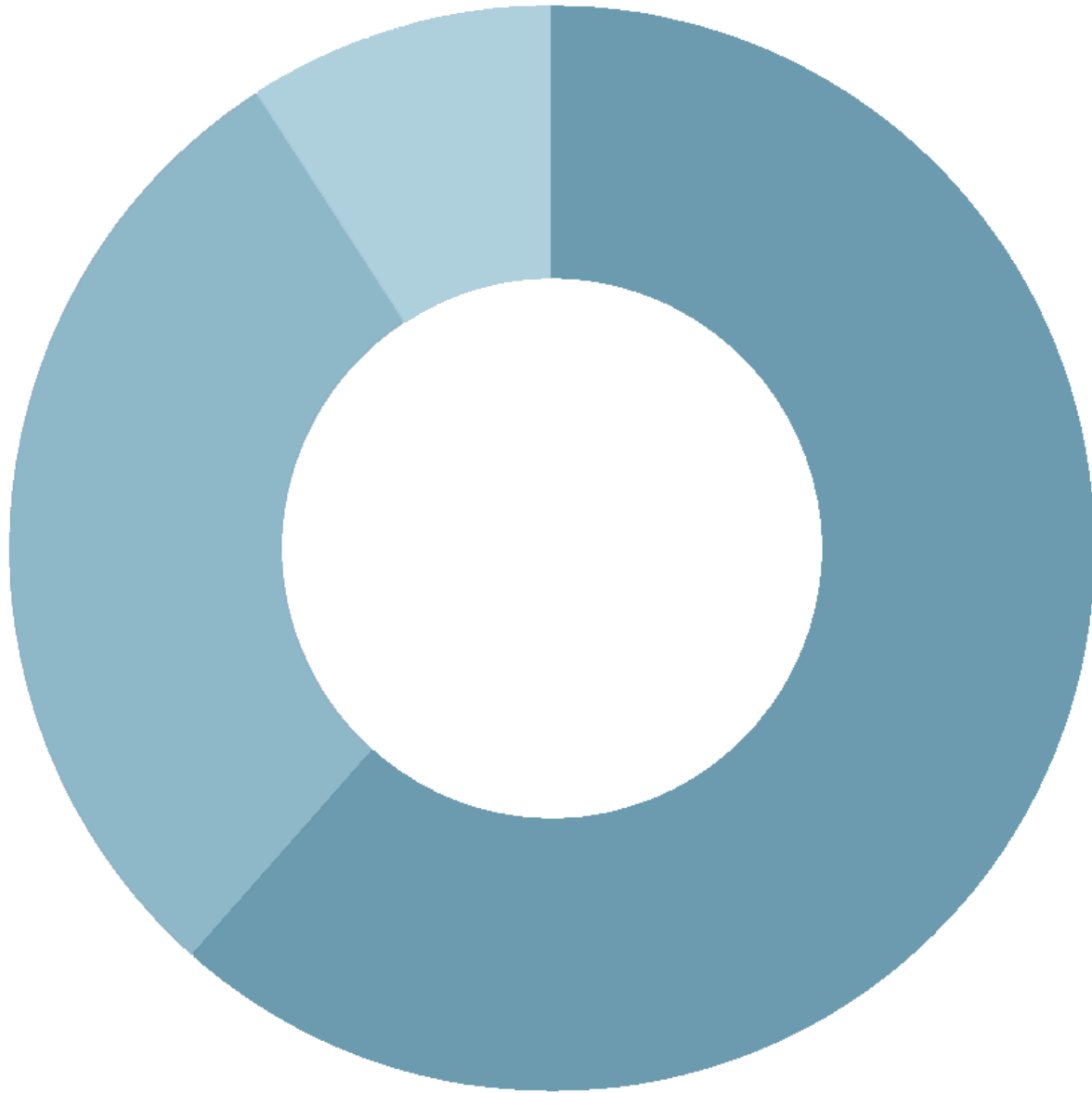
| Date | Time | Network | Impressions | Country | Timezone | |
|-----------|----------|-------------|-------------|---------|---------------|------|
| 9/13/2018 | 6:35:54 | Nova Cinema | 23217.84 | CZ | Europe/Prague | |
| 9/13/2018 | 7:12:26 | Nova | 72233.28 | CZ | Europe/Prague | |
| 9/13/2018 | 9:35:45 | Nova | 180583.2 | CZ | Europe/Prague | 2,1 |
| 9/13/2018 | 11:12:11 | Nova 2 | 12038.88 | CZ | Europe/Prague | 0,14 |
| 9/13/2018 | 13:40:54 | Nova Gold | 12898.8 | CZ | Europe/Prague | 0,15 |
| 9/13/2018 | 15:30:36 | Nova Action | 47295.6 | CZ | Europe/Prague | 0,55 |
| 9/13/2018 | 18:48:08 | Nova Action | 39556.32 | CZ | Europe/Prague | 0,46 |
| 9/13/2018 | 19:47:01 | Nova Cinema | 27517.44 | CZ | Europe/Prague | 0,32 |
| 9/13/2018 | 20:22:47 | Film+ | 2579.76 | CZ | Europe/Prague | 0,03 |
| 9/13/2018 | 20:39:21 | Nova | 791986.32 | CZ | Europe/Prague | 9,21 |
| 9/13/2018 | 22:40:36 | Nova Cinema | 137587.2 | CZ | Europe/Prague | 1,6 |
| 9/14/2018 | 9:13:28 | Nova Action | 38696.4 | CZ | Europe/Prague | 0,45 |
| 9/14/2018 | 10:29:56 | Nova Cinema | 27517.44 | CZ | Europe/Prague | 0,32 |



-10 minut

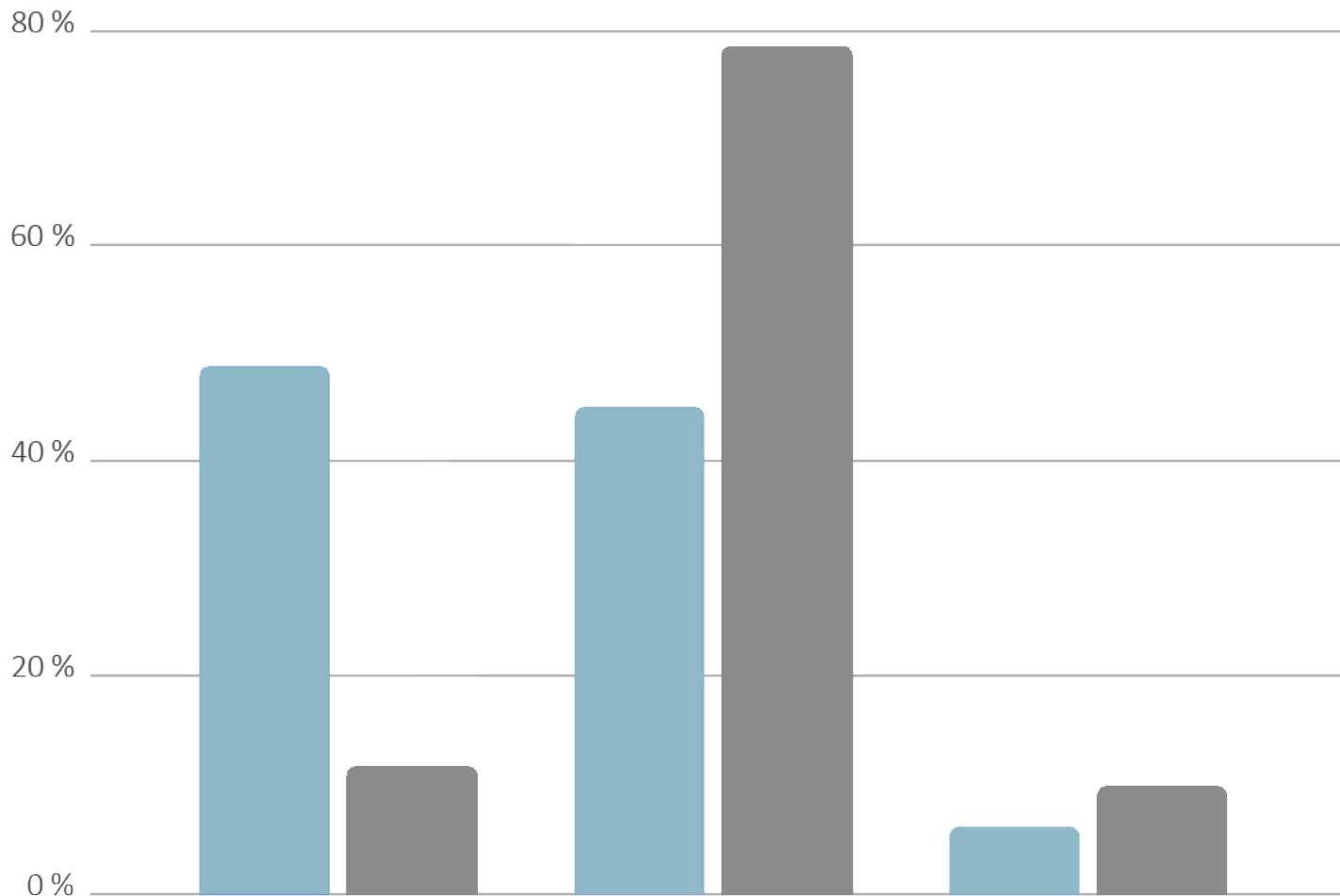


+10 minut





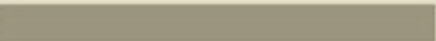

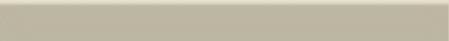













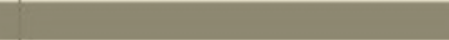


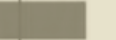







- Paid – 61,42 %
- Direct – 29,38 %
- Organic – 9,13 %

Channel split



● Baseline ● TV Attributed Queries

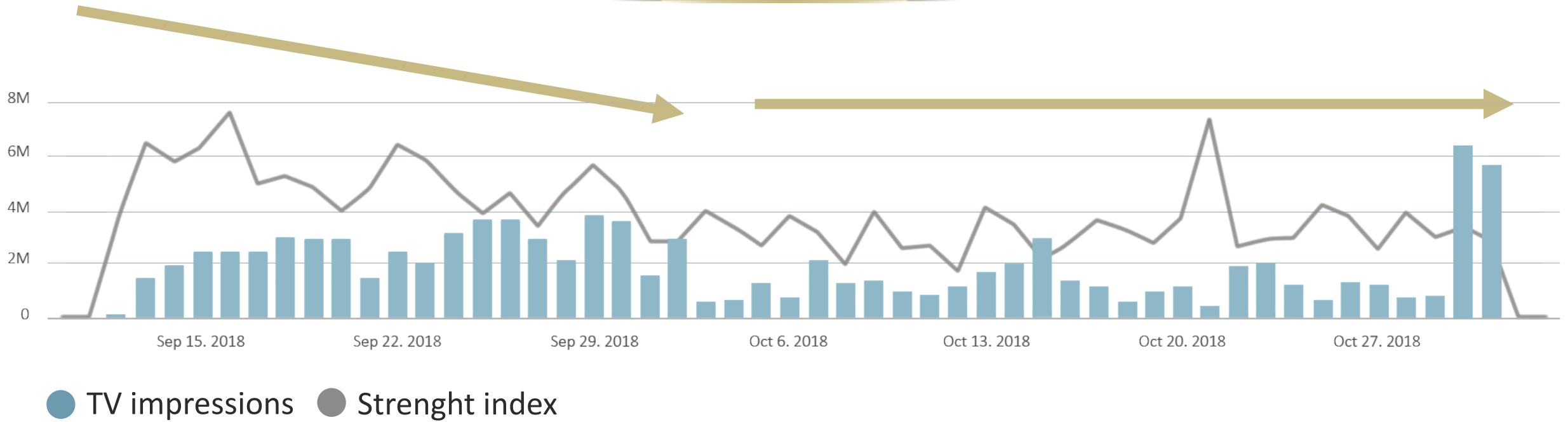
Device split

| Network | TV Spot Impressions  ▾ | Attributed visits / M impressions | Attributed visits  ▾ |
|--------------------|---|---|---|
| NOVA | 72.4M  | 299  | 21,662  |
| NOVA CINEMA | 10.9M  | 380  | 4,160  |
| NOVA ACTION | 6.4M  | 230  | 1,478  |
| NOVA GOLD | 2.8M  | 157  | 439  |
| NOVA 2 | 2.7M  | 646  | 1,748  |
| FILM+ | 33.7K  | 6,566  | 221  |
| SPEKTRUM | 15.6K  | 1,280  | 20  |
| SPORT 2 | 14.6K  | 1,185  | 17  |
| SPORT 1 | 14.0K  | 2,703  | 38  |
| Grand total | 95.4M | 312 | 29,783 |

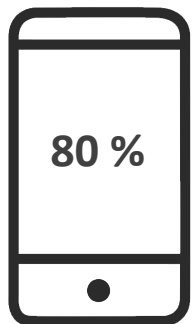
| TV Spot Day of Week | TV Spot Impressions | Search Strength Index | Attributed Search Share |
|---------------------|---------------------|-----------------------|-------------------------|
| Sunday | 11.9M | 1.17 | 14.5% |
| Monday | 14.0M | 0.84 | 12.3% |
| Tuesday | 20.6M | 0.89 | 19.3% |
| Wednesday | 15.9M | 0.92 | 15.4% |
| Thursday | 9.9M | 0.99 | 10.3% |
| Friday | 10.0M | 1.00 | 10.5% |
| Saturday | 13.1M | 1.29 | 17.8% |

| TV Spot Time Slot | TV Spot Impressions | Search Strength Index | Attributed Search Share |
|---|---------------------|-----------------------|-------------------------|
|  00:00 - 05:00 | 1.3M | 0.12 | 0.2% |
| 05:00 - 07:00 | 424.3K | 0.56 | 0.2% |
|  07:00 - 10:00 | 3.2M | 1.34 | 4.6% |
| 10:00 - 14:00 | 9.6M | 0.69 | 6.9% |
| 14:00 - 17:00 | 6.9M | 1.02 | 7.3% |
| 17:00 - 20:00 | 21.1M | 1.00 | 22.3% |
|  20:00 - 00:00 | 52.7M | 1.06 | 58.5% |

Search strenght index



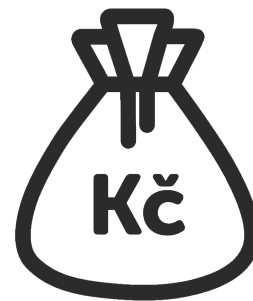
Mobil



2-3
týdny



Moc

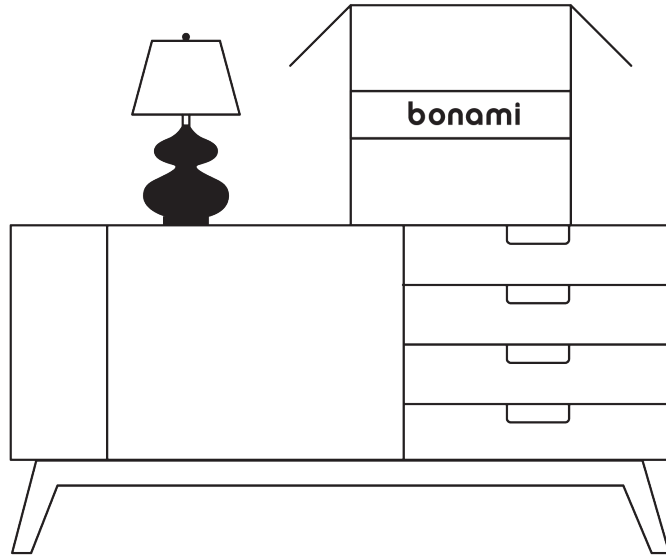
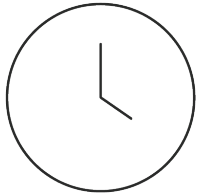
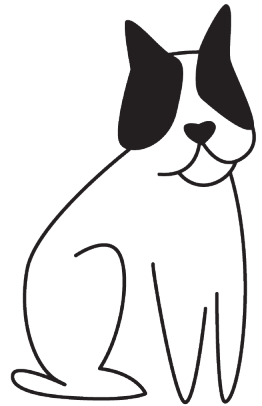


DCM

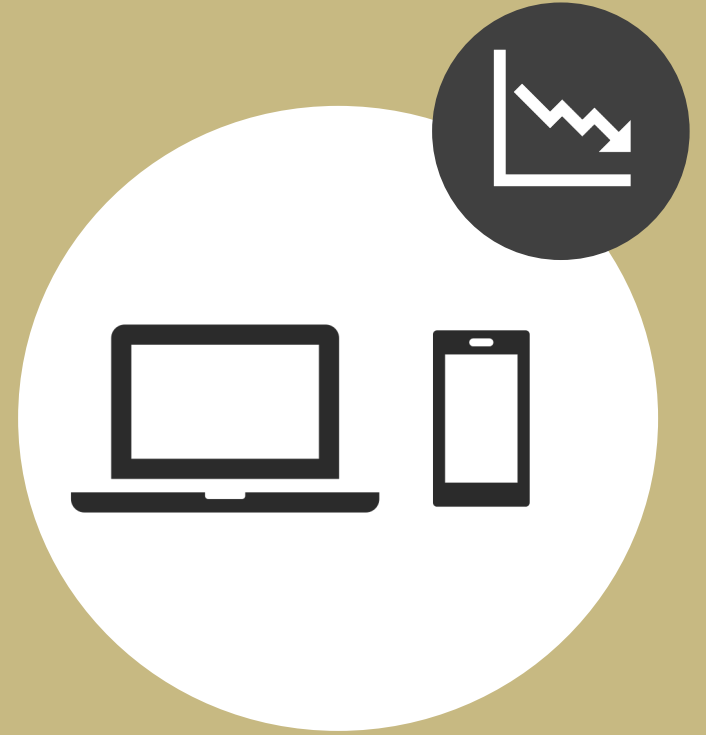




TV Attribution

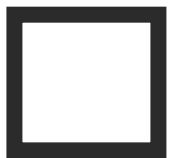


Creative audit C.A.T report

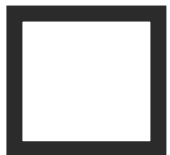




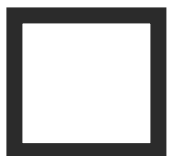
Execution Cut Thourgh



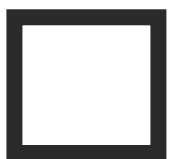
Viditelnost textu na mobilu



Výrazné logo na mobilu



Produkt dobře viditelný na mobilu

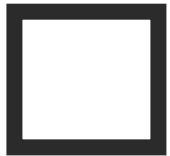


Vizuální podpora (titulky, texty)

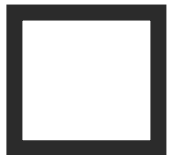




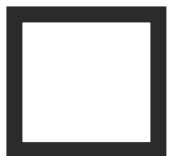
Brand Cut Thourgh



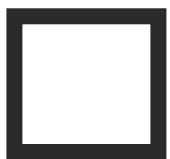
Brand/logo na začátku



Vhodně umístěné logo



Použití slov spojených s brandem



Častá přítomnost loga





USP Cut Thourgh



Jeden USP v kreativě



USP jasný a jednoznačný





Audio Cut Thourgh

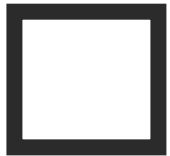


Audio zmínky o USP/brandu

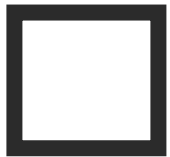




CTA Cut Thourgh



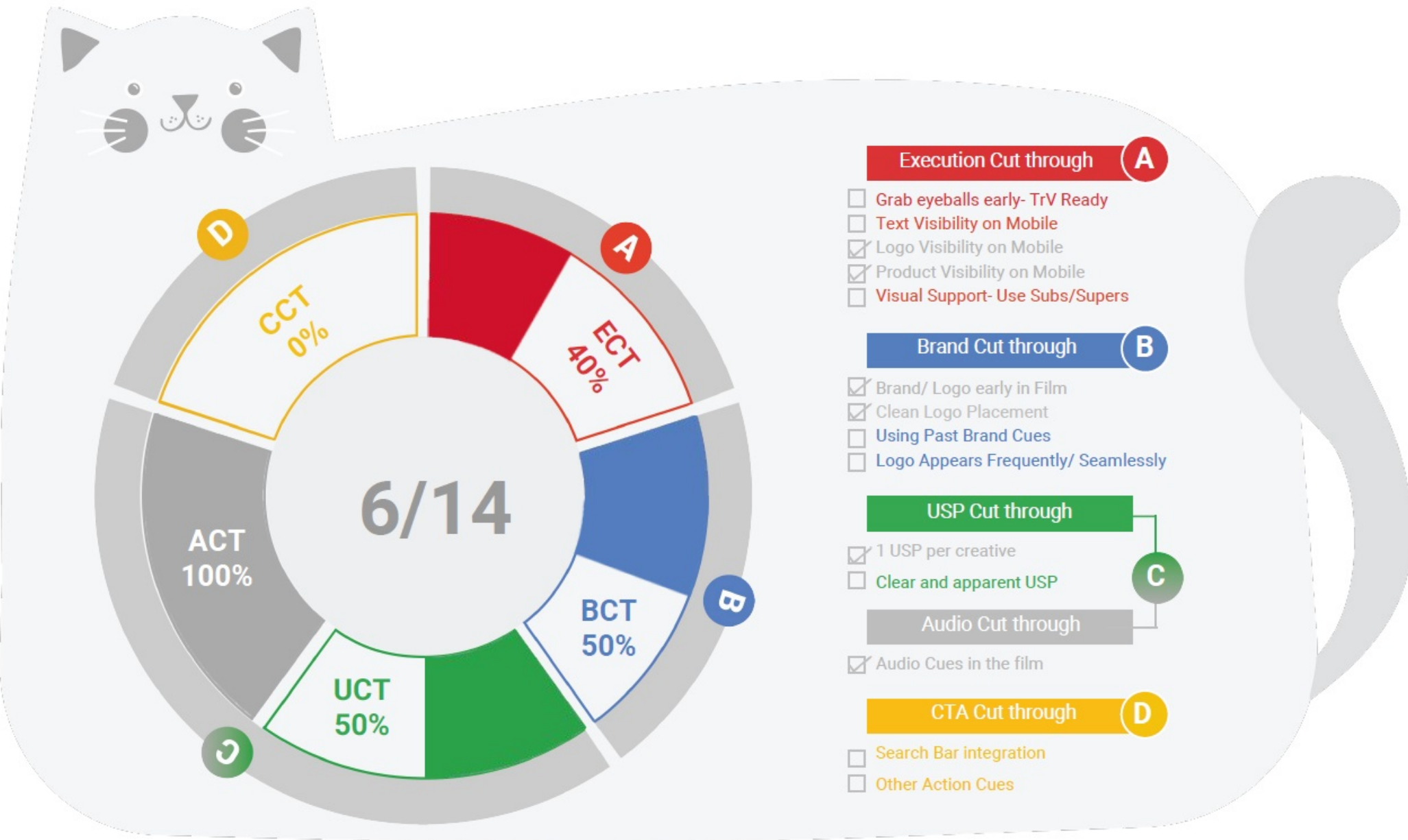
Search bar



Další výzvy k akci

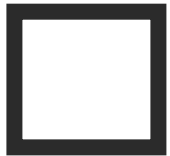


Executive Summary

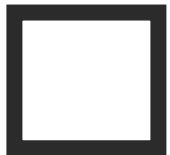




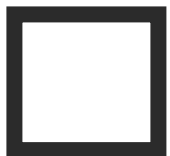
Quick wins



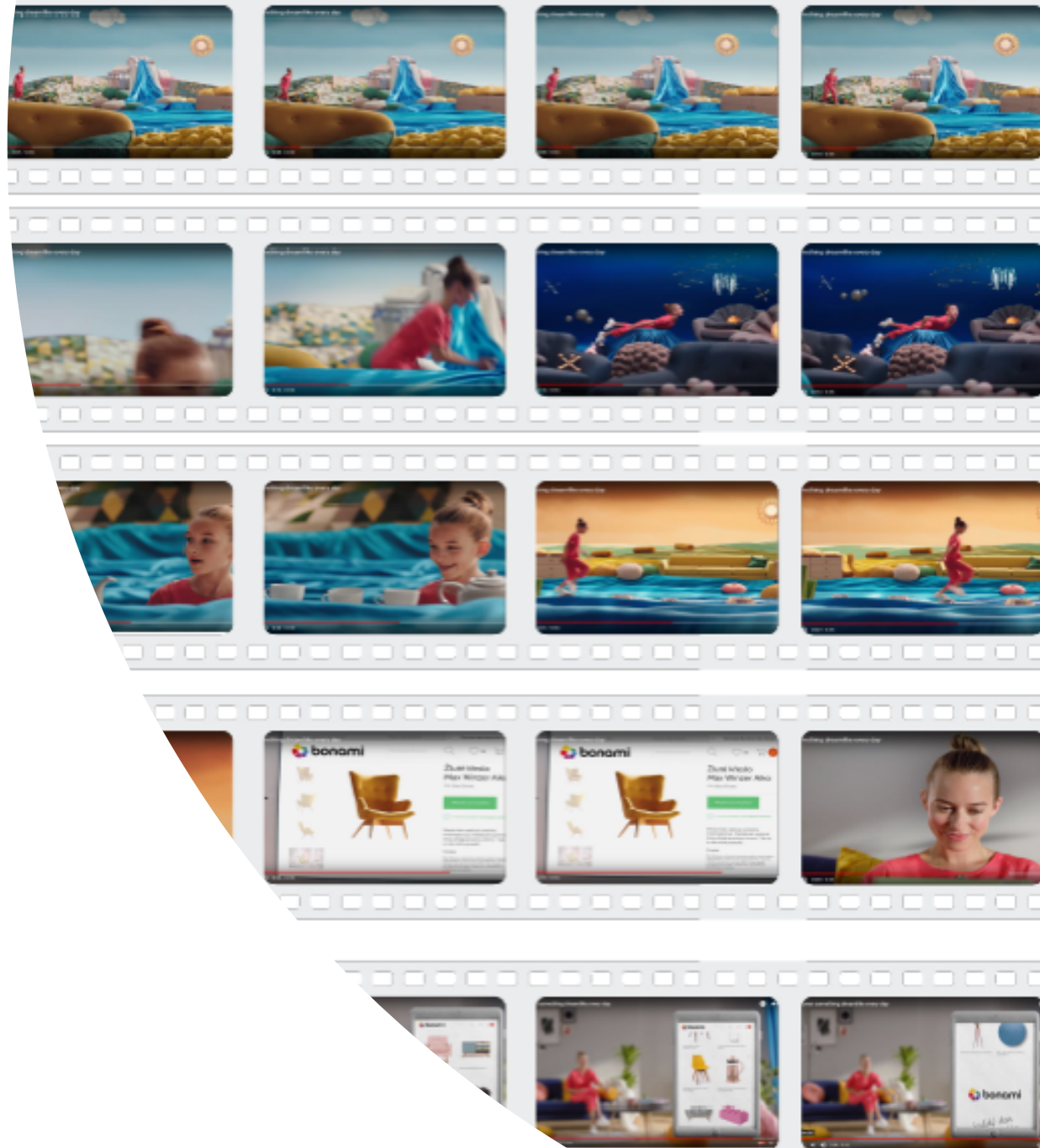
Jasnější CTA



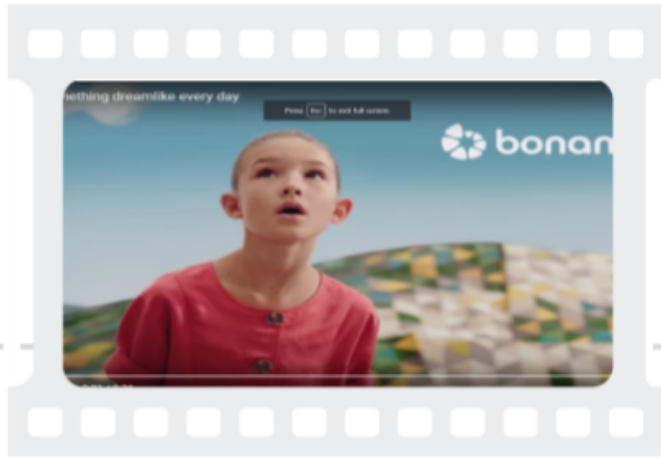
Dřívější zmínka o brandu



Přesunout USP a zápletku
na začátek



optimise



Orig - 01



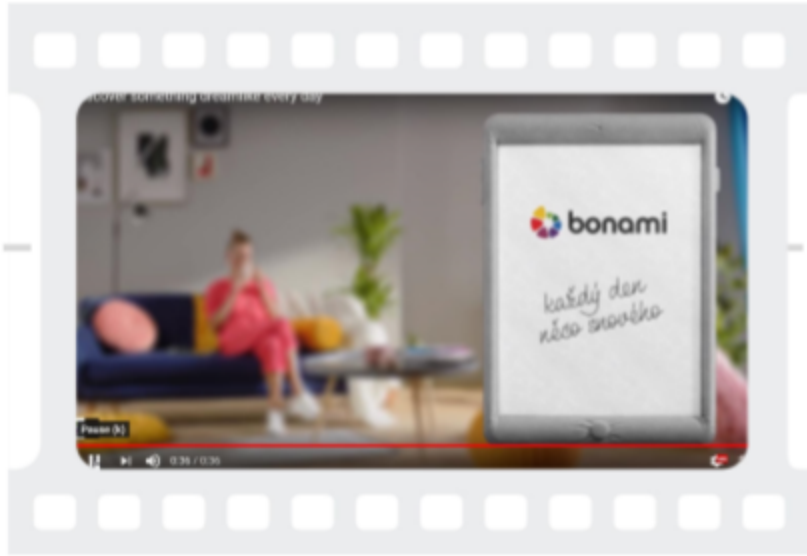
Ref - Close up of
talent



Orig - 03



Ref - Brand/USP upfront



Orig - 36



Ref - CTA element



Version

View rate



Proměňte své bezstarostné snění v krásný domov

0:30 • Bonami

[Edit Call-to-Action](#)

TV

9.83 %



Objevte každý den něco snového

0:36 • Bonami

[Edit Call-to-Action](#)

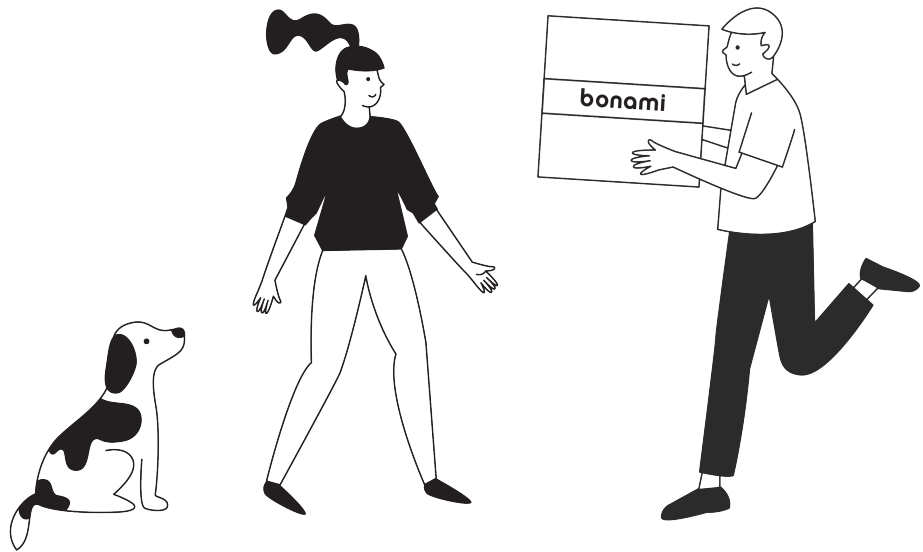
YouTube

16.93 %





C.A.T report

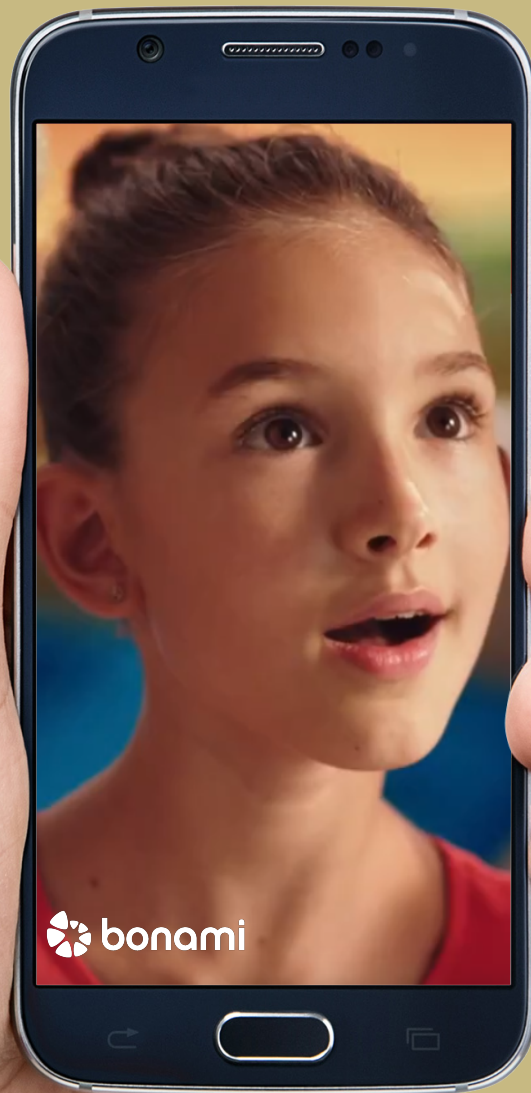


Conversion lift

Bez
konverze

Konverze
bez vlivu
reklamy

Konverze
díky reklamě

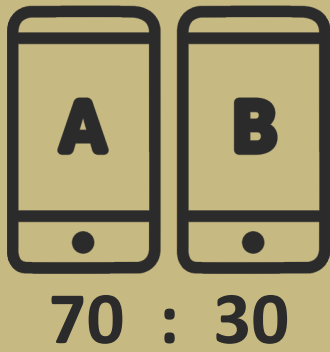


Bez
konverze

Konverze
bez vlivu
reklamy

Kontrolní
skupina







Conversions

Relative lift: + 6.3 %

Absolute lift: +43



Conversion value

Relative lift: +29.2 %

Absolute lift: +266 228



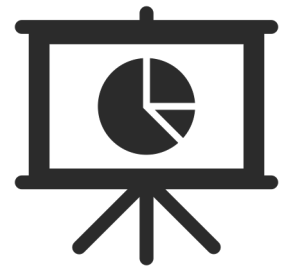
Site visits

Relative lift: + 3.5 %

Absolute lift: +5 231

**Brand
lift 2.0**

4P2





Conversion Lift

Děkuji za pozornost

Kamil Kotraba

