



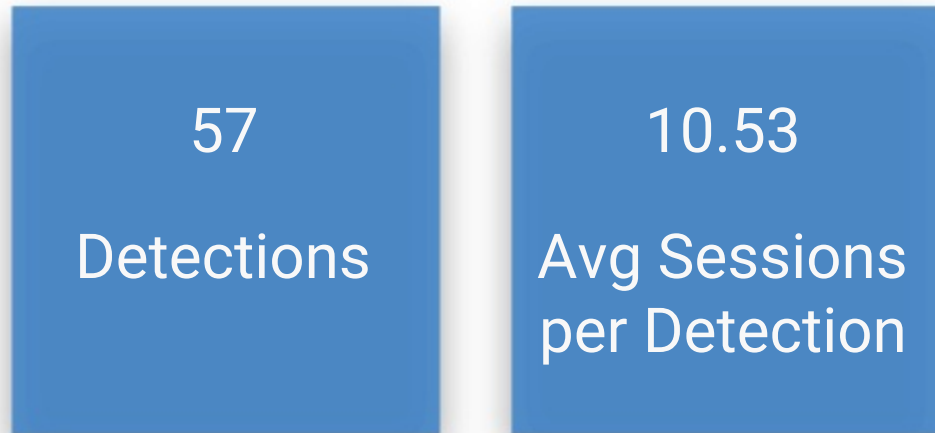
advocado

Data that fuels your advertising performance

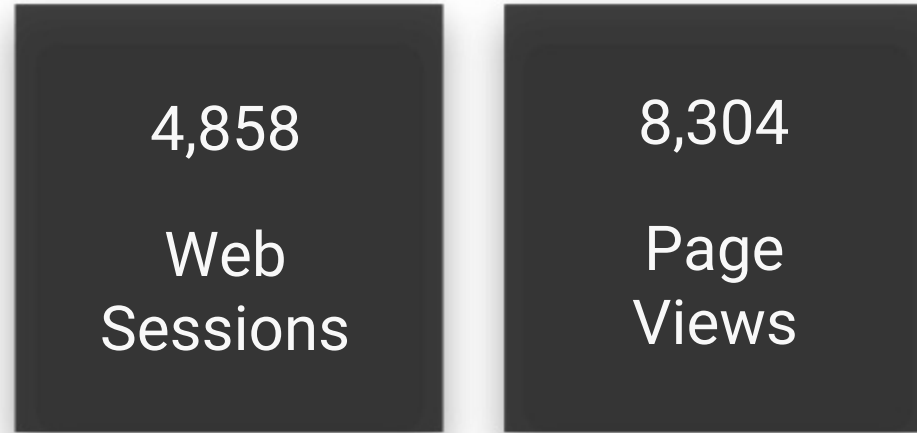
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TV's Impact on Website Traffic

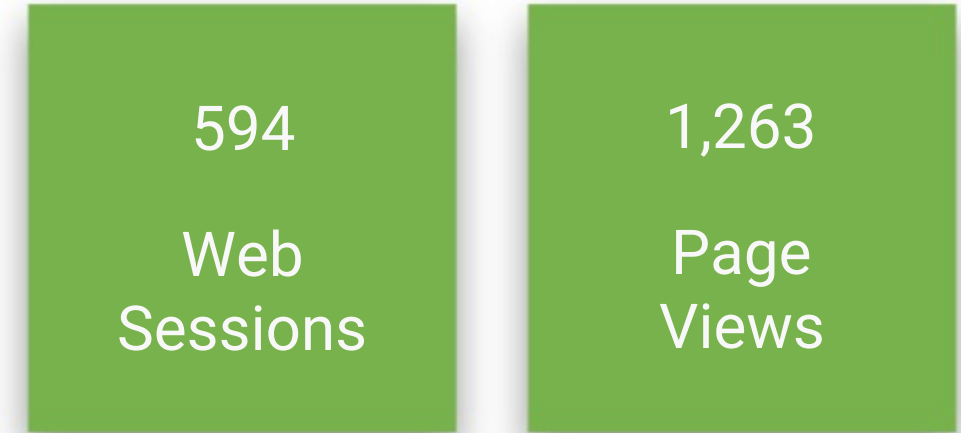
Detections



Totals



Micro-moment



March 1, 2021 thru March 30, 2021



Key Terms

Baseline sessions: website sessions initiated in the five-minute period prior to a commercial airing

Micro-moment sessions: website sessions initiated within five minutes of a commercial airing

RESULTS

Website traffic increased when commercials aired



0.05

Average
Baseline
Sessions



3.43

Average
Micro-Moment
Sessions

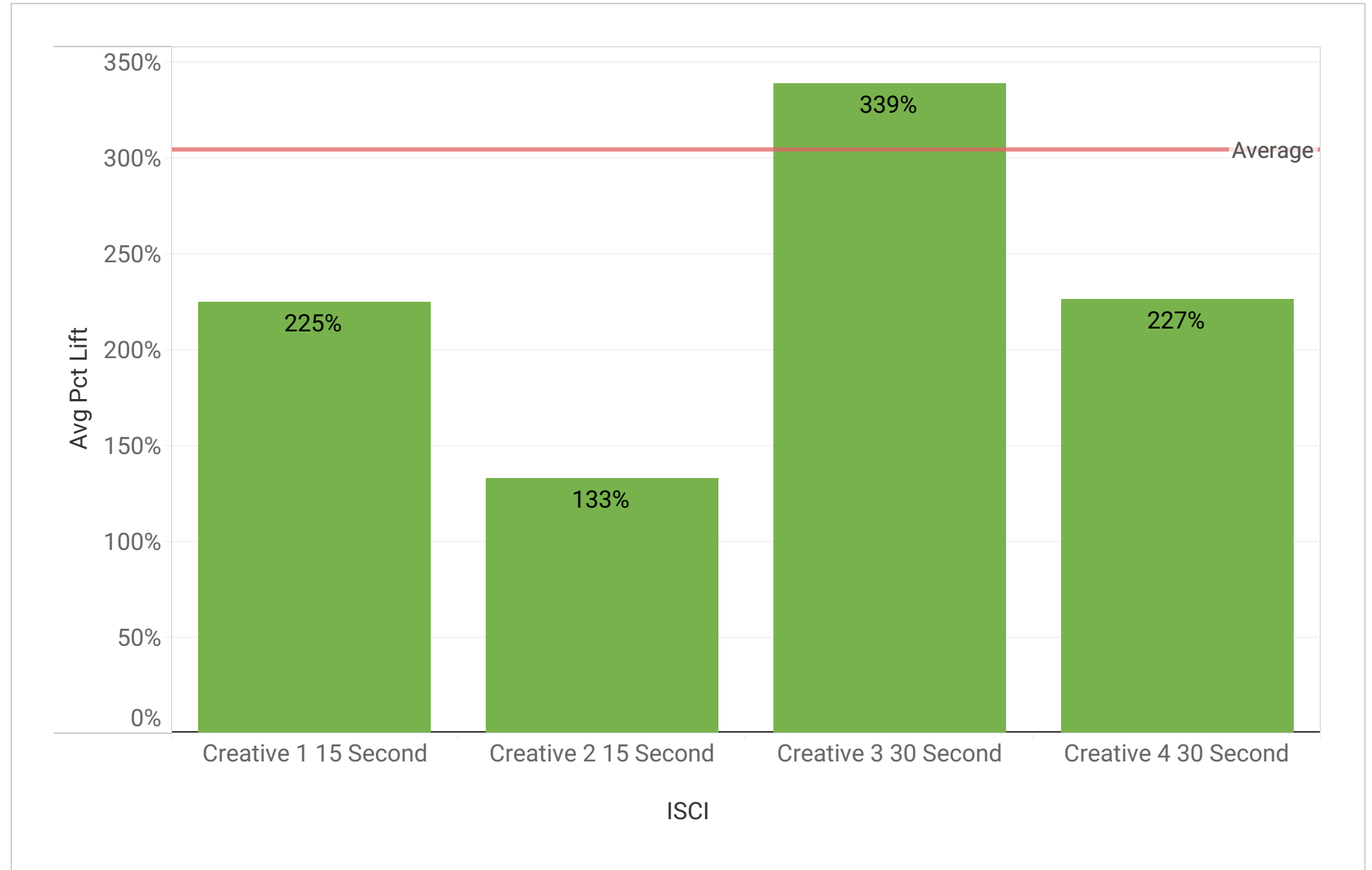


RESULTS

Lift to Website by Individual Creative

Summary:

- Creative 3 drove the highest amount of lift in the micro-moment.

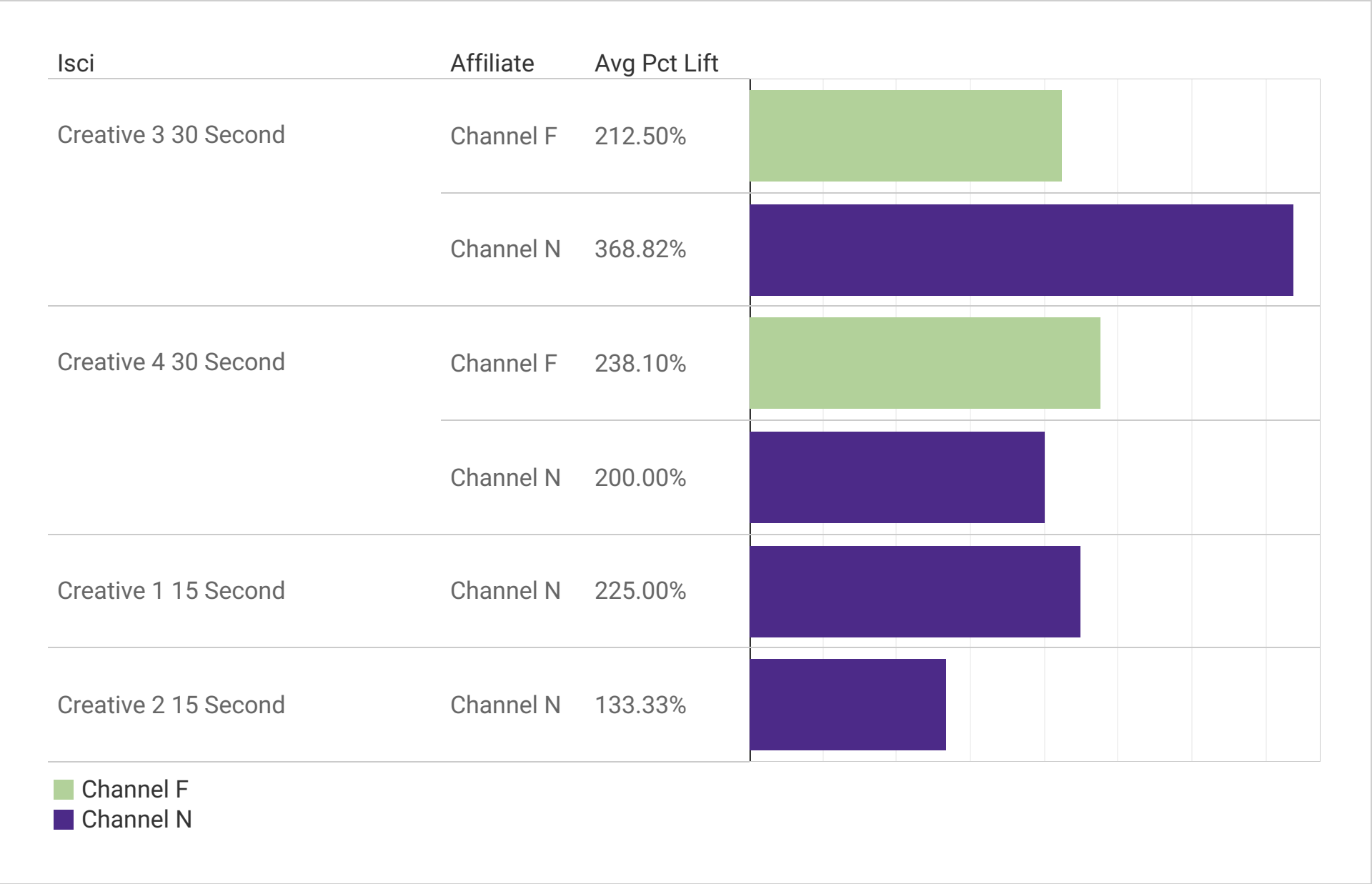


RESULTS

Lift to Website by Affiliate

Summary:

- Creative 3 performed the best on Channel N



Summary:

- These are the keywords that searchers clicked most often to get to your website from your Google PPC Search ads. The **Percent of Total** column helps see how TV influenced these keyword searches, and how search behavior changes in the micro-moment.

RESULTS

Keyword Searches in the Micro-moment

Keyword	Micro-moment Sessions	Percent of Total	Total Sessions
odd couples housing	212	53.4%	397
rooms for rent	12	11.8%	102
how to find a roommate	3	25.0%	12
rent a room	3	25.0%	12
find roommates	2	28.6%	7
graduate +housing	2	40.0%	5
how to find roommates online	2	50.0%	4
i need a housemate	2	33.3%	6
looking for roommate	2	40.0%	5
a room to rent	1	100.0%	1
elderly roommates	1	100.0%	1
females looking for room to rent	1	100.0%	1
find a room for rent	1	100.0%	1
find room to rent	1	100.0%	1
homeshare elderly	1	100.0%	1
housing graduate	1	100.0%	1
looking for a room to rent	1	50.0%	2
looking for roommate near me	1	100.0%	1

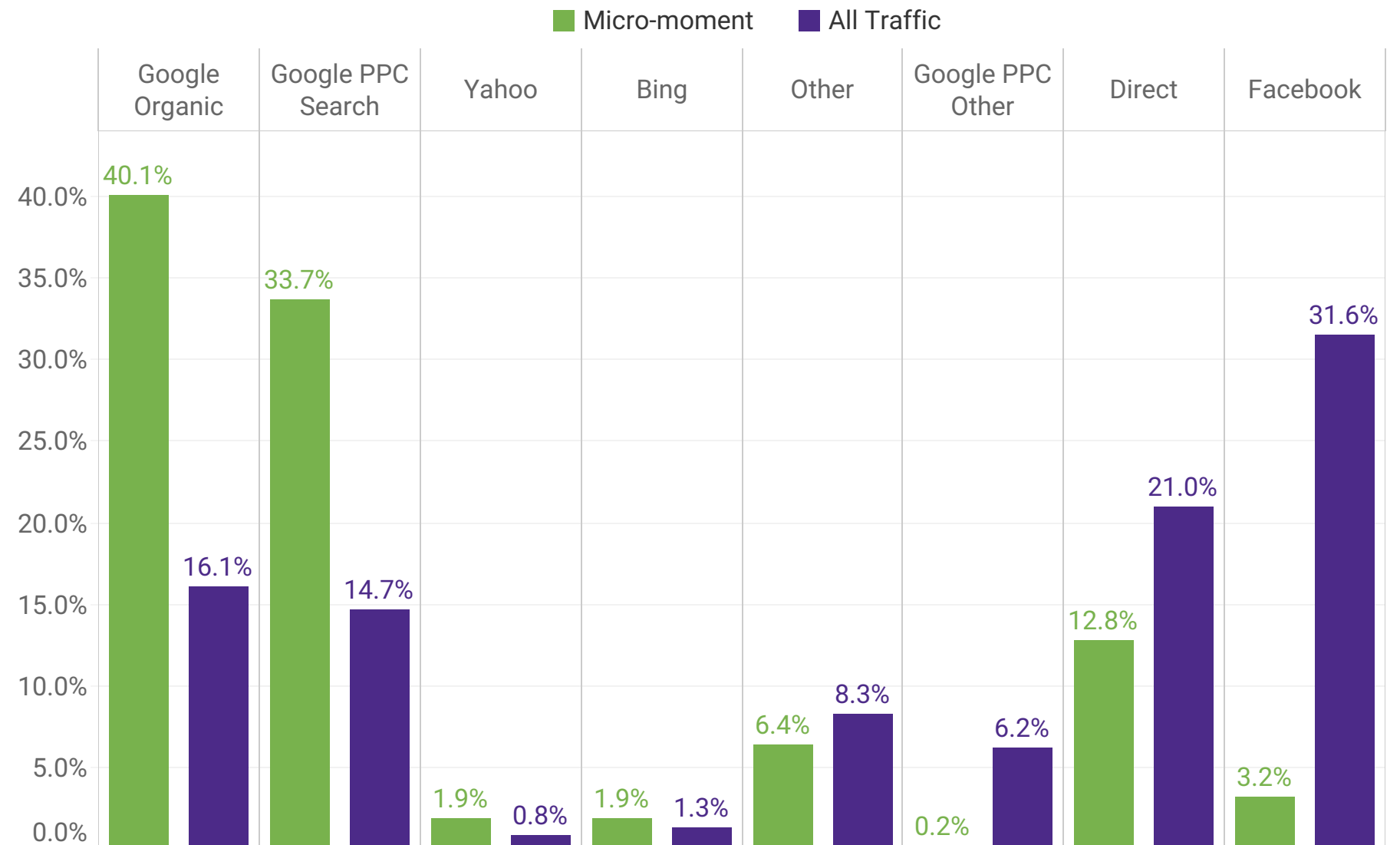


Summary:

- In each column, the bars represent the share of traffic to the website that arrived via that channel. The purple bars show the share throughout the entire month, and the green bars show the share during the TV micro-moments. This can help you see how digital behavior changes when TV is running.
- TV drove Google search, both paid and organic.
- Website traffic through Facebook dropped in the micro-moment.

RESULTS

Google Search Rules the Micro-Moment



Key Terms

Micro-moment: the five-minute period that begins when your television commercial is detected

Detection: the Advocado system receives and records a signal that your watermarked commercial is airing on a specific TV station

Web session: Advocado's proprietary tag tracks a visit to your website

Page views: the number of different pages a website visitor goes to during a session

Lift: The comparison between the number of sessions that your site received in the micro-moment compared the the expected sessions based on the visits in the 5 minutes before the detection





Thank You!

More information, visit our site
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