

Scale & Precision

Increase Your Share of the Media Budget



Introduction

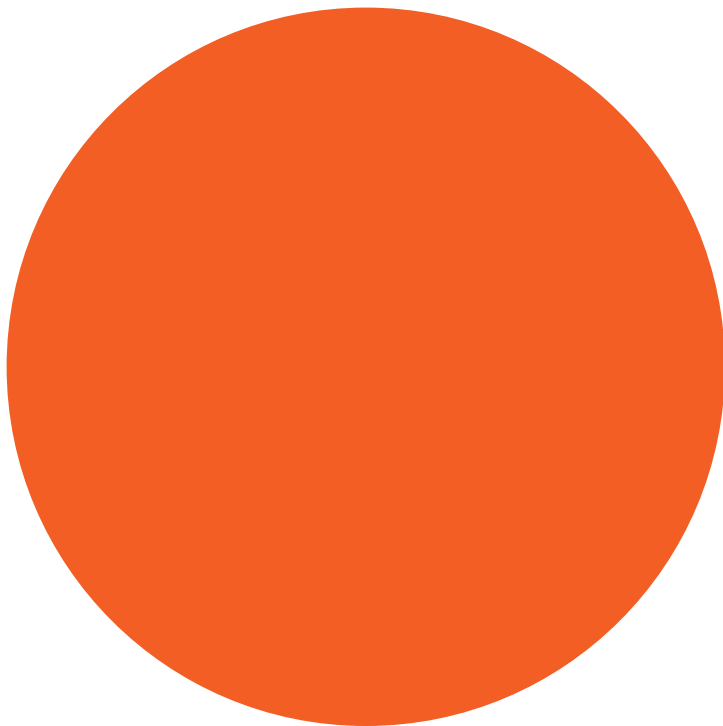
The situation

If you've spent any time working for a media agency or media sales house, this ongoing business challenge may sound all-too-familiar.

How can you achieve an accurate combined reach and frequency result across multiple online and offline media channels?

Many media houses manage several platforms that, when combined, offer a larger audience to media agencies (and a greater overall reach) and by doing so, they stand to increase their revenue.

In this case, the leadership team at a well-known, large-size broadcaster knew that the value of their total audience was greater than the revenue they were generating. They had not been able to definitively quantify the total combined audiences across all their platforms for the sales team to create specific targeted sales packages.



Section one

The challenge

Like many broadcasters and media sales houses, quantifying an accurate combined reach and frequency result across multiple media channels was difficult to achieve.

The broadcaster wanted to quantify the total audience reached by any combination of its platforms and channels – including TV, radio, and online. A combined reach would provide the media industry and their clients with a total campaign ROI result.

Section two

The solution

Telmar's proprietary data integration, MultiBasing™ combines multiple surveys together to provide a single data source.

This provides agencies and sales houses with an understanding of how these touch points influence and inform each other.

Once surveys have been MultiBased, they can be accessed in Media Planning Solutions to produce overall multimedia reach and frequency. This enables sales houses to, not only increase revenue, but also manage the increasing complexity of multiple media platforms. And it gives agencies the confidence to know the total return on investment achieved for their clients.

Telmar's MultiBasing™ was used to model different industry data sources across TV, Radio, and online. The broadcaster was able to provide its clients with a multimedia single audience reach result including cross-channel duplication.

Section three

The results

Based on using Telmar's MultiBasing™ service, the broadcaster was able to address important business challenges and deliver improve results:

- The ability to accurately measure the net reach across multiple channels and platforms led to sales that increased revenue by 28%.
- They could also assess the exclusive reach of a specific platform and express the incremental reach delivered by a combination of channels.
- The incremental reach delivered by smaller channels or among more niche audiences could be measured, a critical factor particularly when trying to reach more niche audiences.

Section four

Supercharge your media campaigns through game-changing audience insights

Every meaningful insight you gather from working with your consumer data can help build a deeper, more intuitive understanding of the audience you are targeting.

With the right tools, and by analyzing data in specific ways, media professionals like you have the ability to quickly and efficiently uncover markets and strategic insights that would have been difficult to find otherwise.



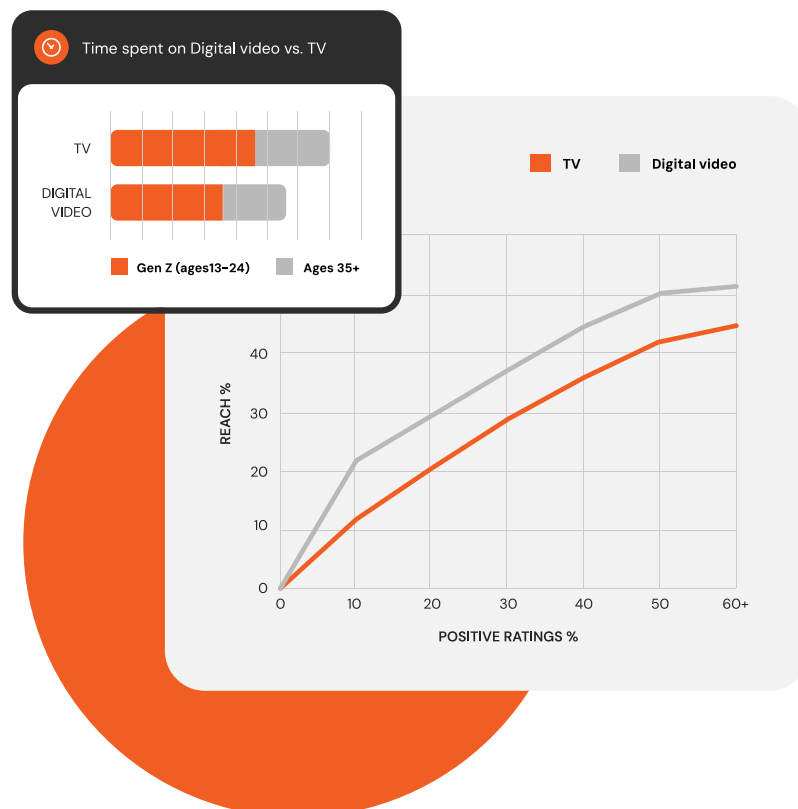
Telmar solutions used in this use case include:

Multibasing™

Multibasing™ is a data integration service aimed at maximizing information from several, independent surveys to help broadcasters get an accurate combined reach and frequency across multiple media channels.

Telmar's Multibasing™ can help you:

- Uncover opportunities for differentiation.
- Optimize and leverage research investments.
- Improve strategic decision making.
- Maximize brand performance and increase competitiveness.
- Find meaningful brand, consumer, and media affinities.

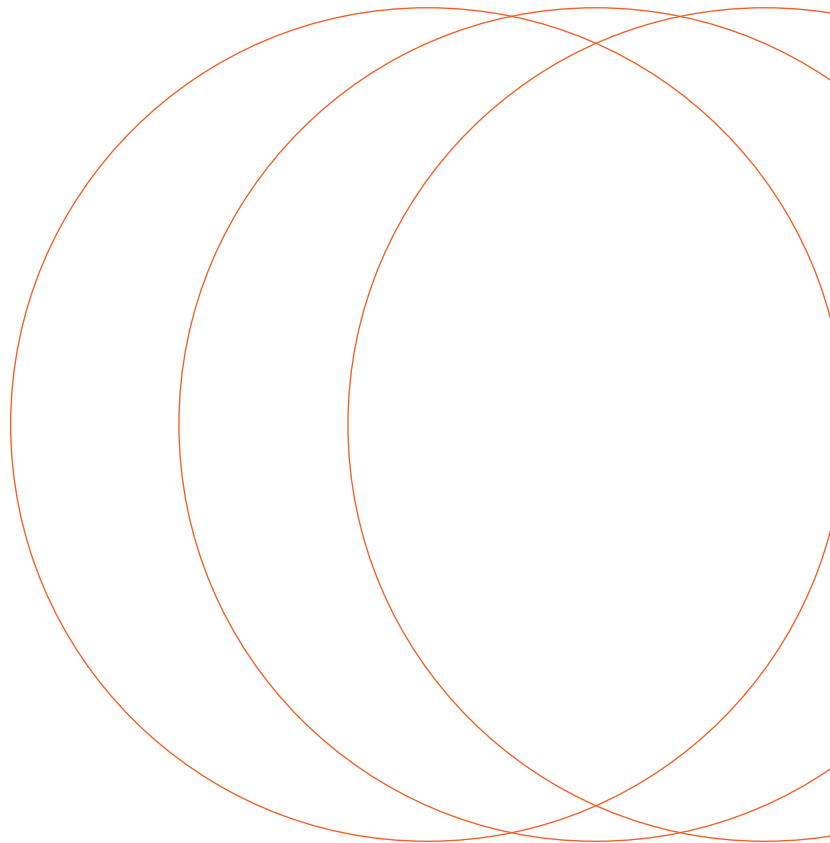




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Telmar is adept at providing us with effective survey and analytical tools, with strong customer service backup and development ideas."

John Krzyzanowski,
Commercial Audiences Manager, ITV



Conclusion

7 reasons marketers choose Telmar solutions over other media planning tools



1. Select and combine only the data sets most relevant to your campaign goals

Since Telmar is a data-neutral platform, clients are free to combine any data sets they have access to. Our data agnostic / data neutral solutions allow you to combine any number of data sets to find meaningful and strategic insights.



2. Discover quality insights, faster

Telmar solutions enable you to find the relevant data, quickly. Telmar Insights can handle multiple large databases without much impact on speed or performance. Both brand marketers and agency professionals can load their proprietary data into the Telmar solution for in-depth analysis.



3. Save time

Working across many different surveys is typically time consuming. But Telmar's easy-to-use Insights and Statistics packages with built in visualizations help you get the analytics you need to create successful campaigns.



4. Collaborate more efficiently

Because you can load data from multiple sources without the assistance of a third-party, Telmar solutions make it easier for brand marketers and advertisers to collaborate effectively with agencies – and vice-versa.



5. Deliver better results

The Telmar team can provide expert guidance on how to continually improve and enhance how clients look at different data sources in order to improve their campaigns.



6. Leverage solutions that incorporate extensive industry experience

Many Telmar solutions have been designed and refined in conjunction with industry experts to specifically meet the challenges of next generation media planning and insights challenges.



7. Export presentation visuals easily

Telmar's advanced Insights and Statistics solutions help make data analyzation, interpretations, and visualizations both easier and faster.

Accurately assess critical metrics and uncover key insights about your audiences

Plan successful media campaigns using Telmar's cross-media planning and analytics tools.

Request your innovation tour

