

CLIENT Post-Campaign Site Conversion Analysis



- The campaign drove significant visitors to the [Client] site
- Both VIZIOAds exposure alone and multi-platform exposure saw high conversion
- The campaign generated impactful incremental reach



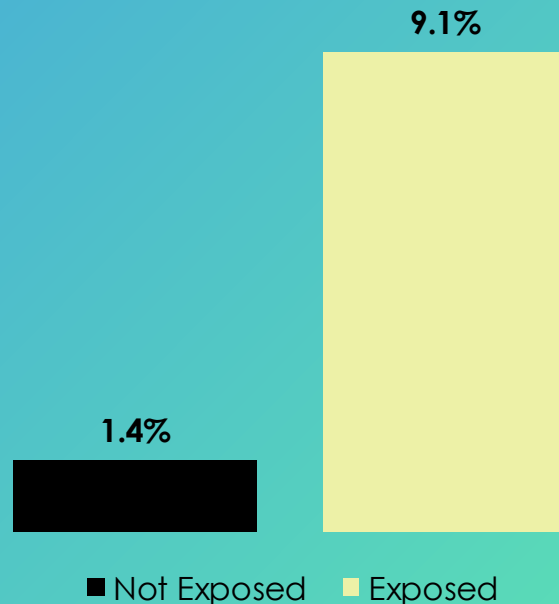
Exposure on VIZIO Ads Drove 550% Lift in Conversion



VIZIO Ads Exposure Drove 6.5X More Visits to the Site

Increased from 5x last campaign!

Conversion Rate for Exposed vs Unexposed Audience



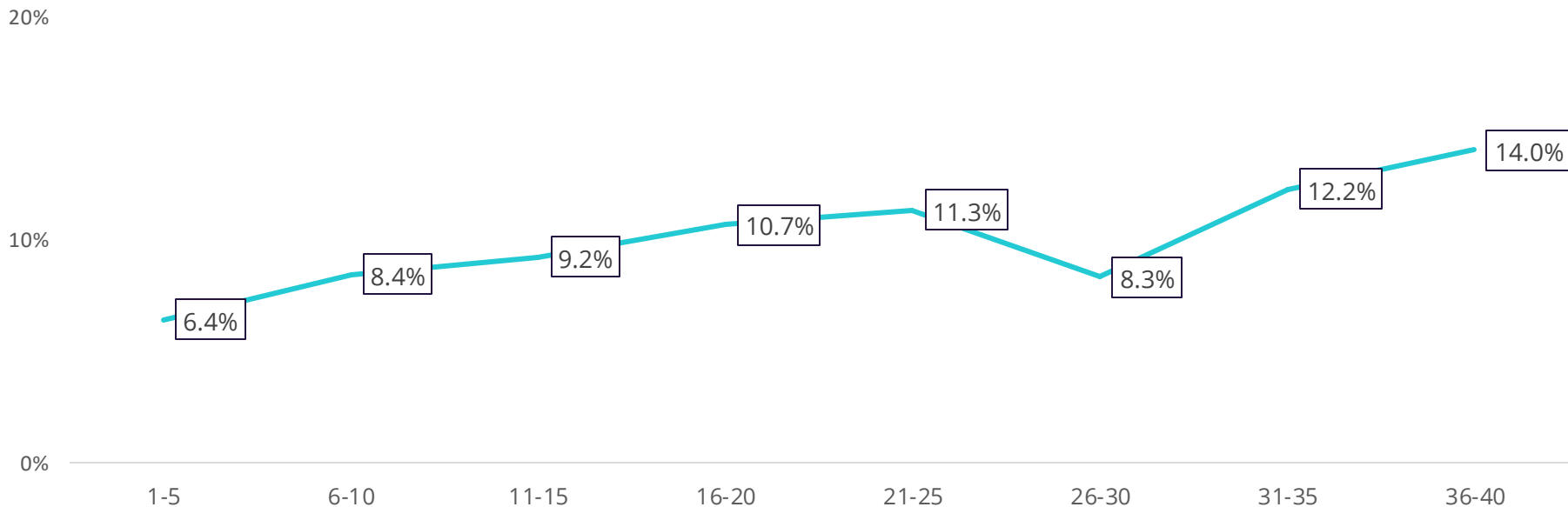
Data shows: Proportion of TVs exposed to the campaign that visited the [Client] website and proportion of TVs that were not exposed but that visited the site





Conversion Peaked at 36-40 Exposures

Average campaign frequency was 16



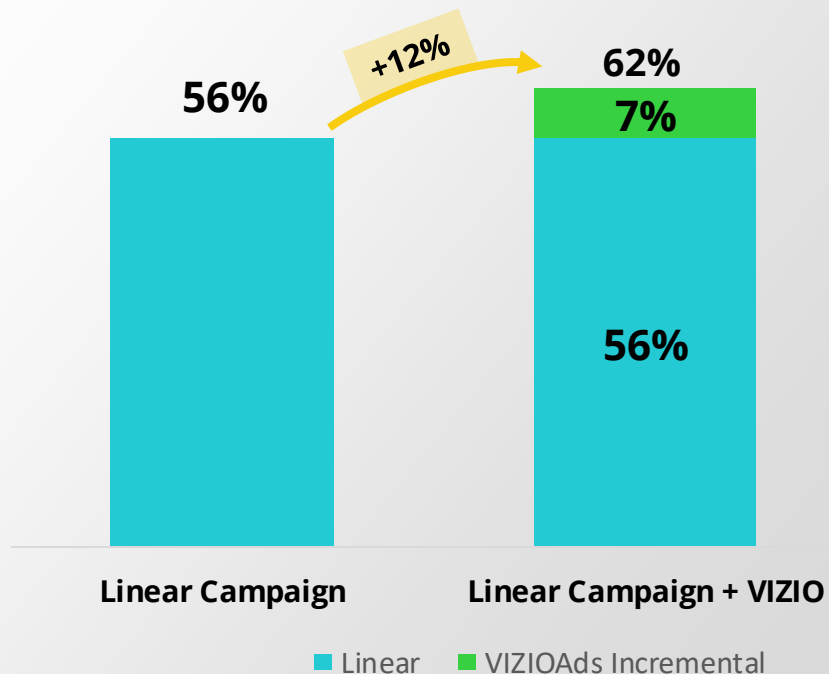
Data shows: Proportion of TVs exposed to the campaign that visited the [Client] website, split by the number of times a TV was exposed to the campaign





VIZIOAds Increased Reach by 12%

Percent of Active VIZIO TVs Reached by [Client] Campaign



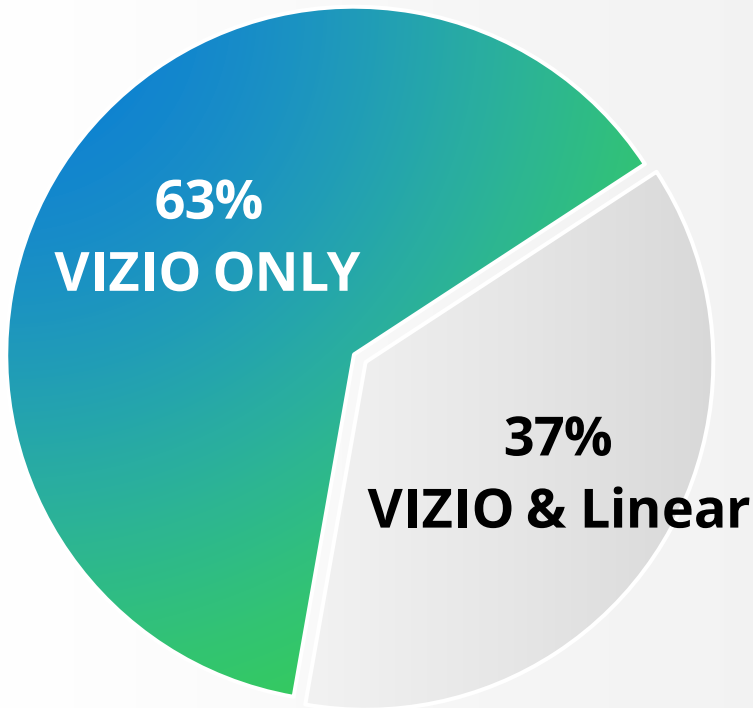
**Total VIZIO reach was 11%; 7% was incremental, the remaining 4% was overlap with the linear campaign*



63% Unique Reach

63% of TVs reached by VIZIO campaign weren't reached by linear campaign

VIZIO Campaign Reach Mix



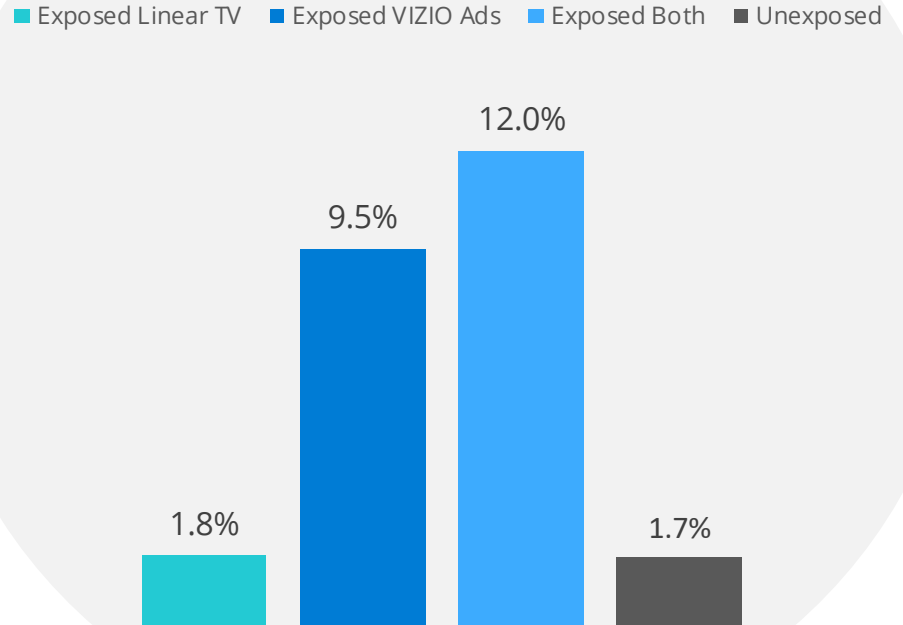
Conversion on VIZIOAds Alone 5X Higher Than on Conversion on Linear Alone



Exposure on Both VIZIO AND Linear Resulted in 7X Higher Conversion Rate

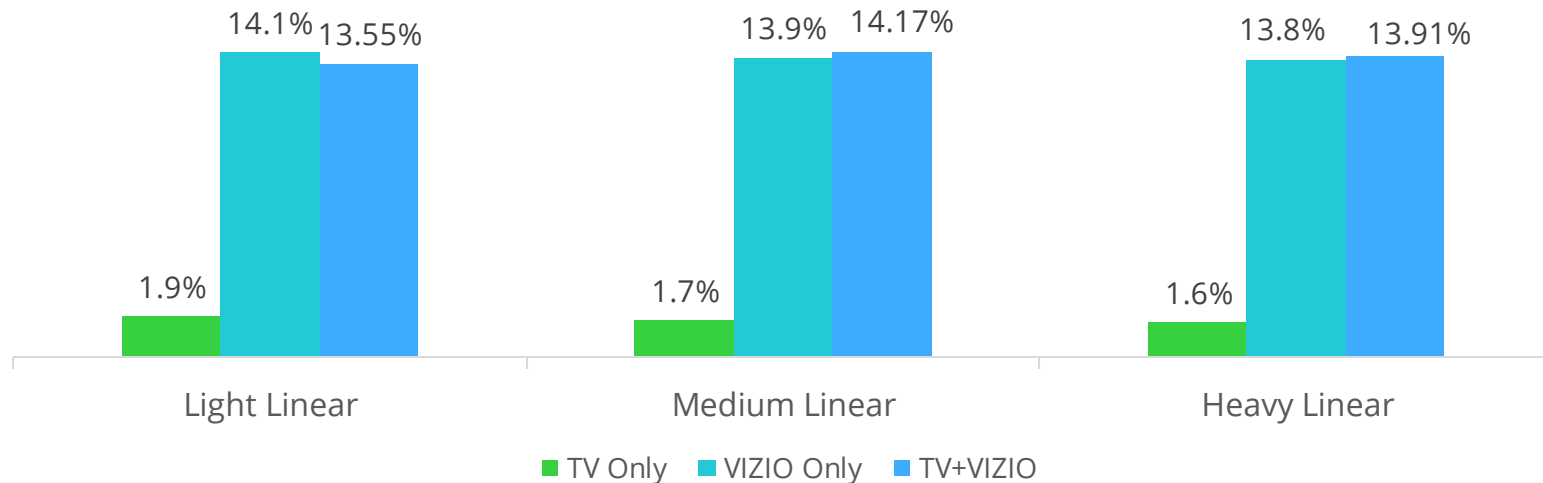
As compared to those exposed on linear alone

Conversion Rate by Platform





VIZIO Ads Drove 14%+ Conversion Across Light, Medium, and Heavy Linear Viewers



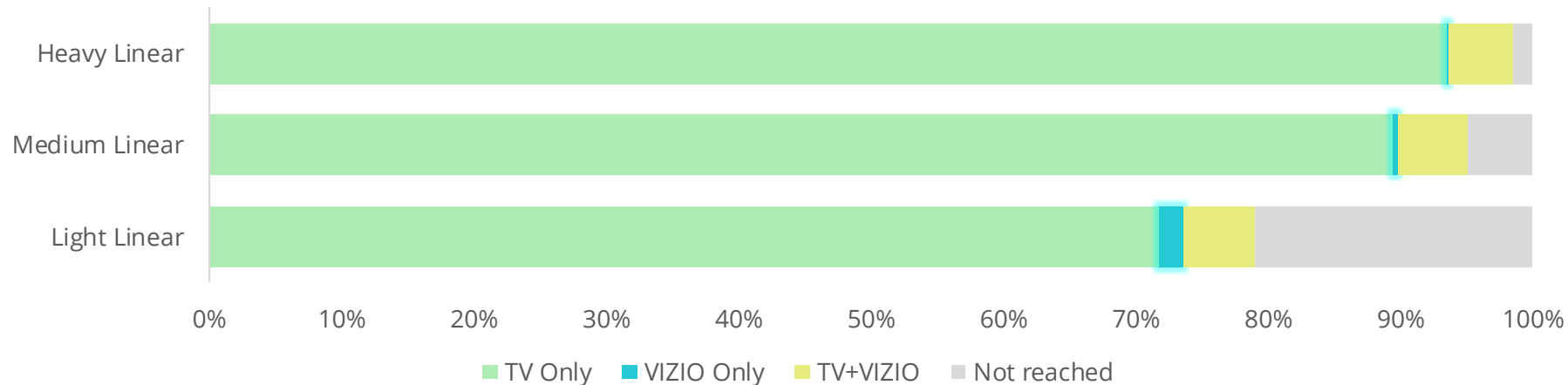
Data shows: Proportion of TVs that were exposed to the campaign and visited the website, by whether they were exposed on Linear TV, only or VIZIO only, and, whether they were Heavy, Medium or Light TV viewers

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VIZIO Ads' Reach Was Greatest Among Harder-to-Reach Light Linear Viewers

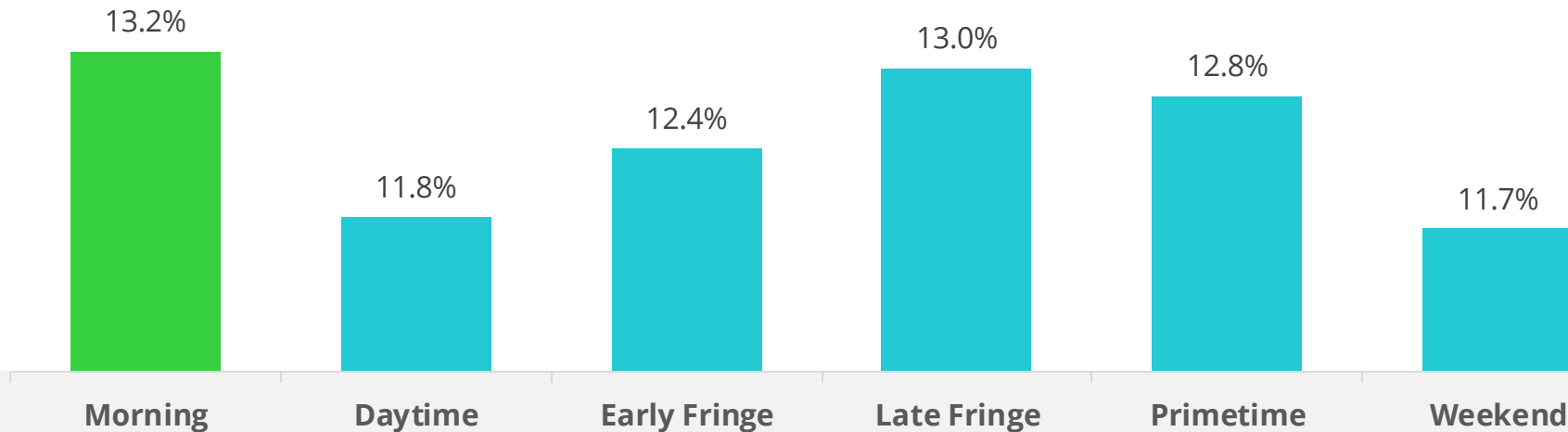


Data shows: Proportion of TVs exposed, by whether they were exposed on Linear TV, VIZIO, or both, and split by whether they were Heavy, Medium or Light linear viewers





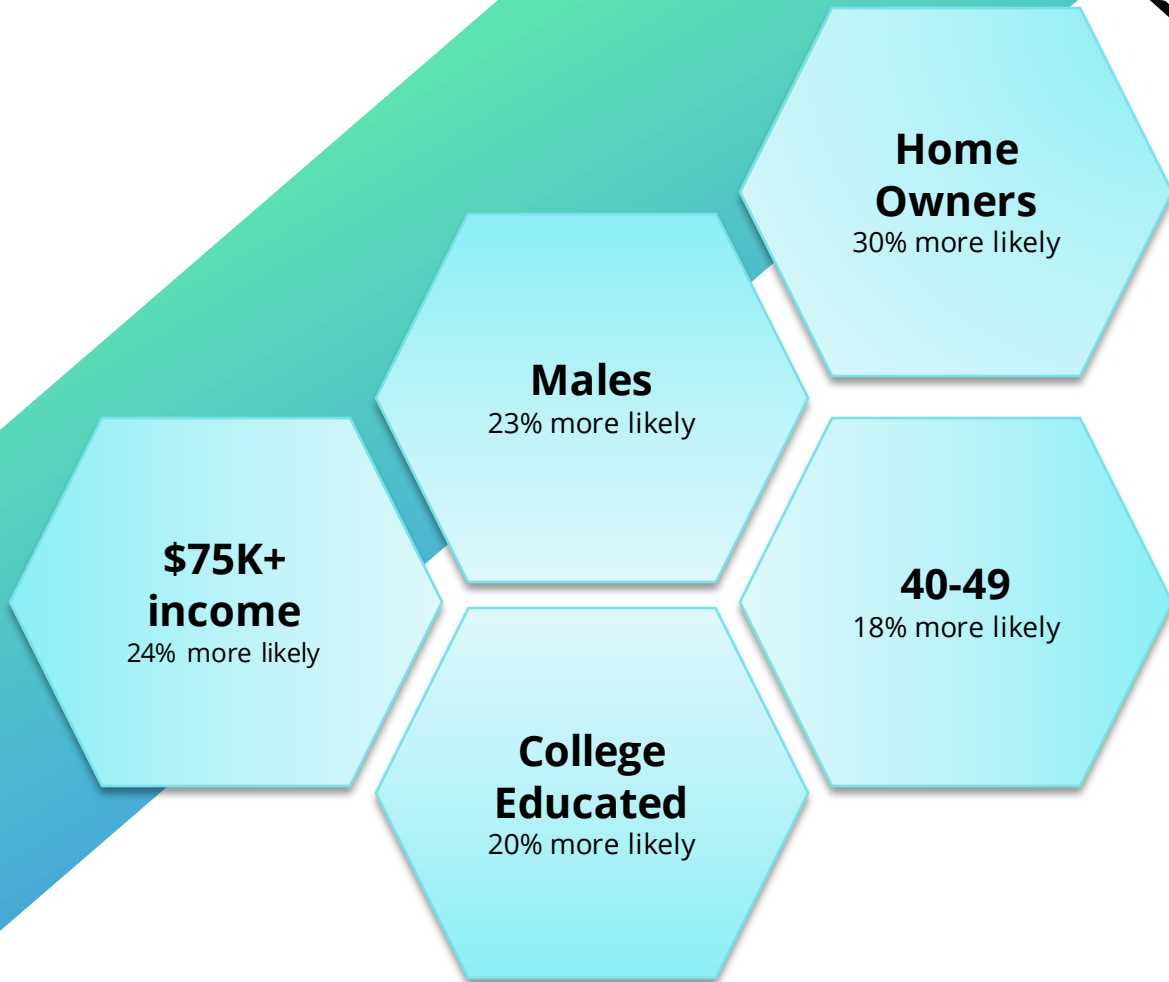
Conversion Rate Split by When a TV Was Exposed



Morning Exposure Drove Highest Conversion Rate



**High Income,
Educated
Homeowners
Converted Best**





6.5X

**more Conversions
on the Site**

36 to 40

**exposures Most
Impactful**

63%

**of TVs weren't reached
on linear**

5X higher

**conversion than linear exposure
alone**

14%+

**conversion across Light, Medium,
and Heavy Linear Segments**

9X higher

**conversion with multi-platform
exposure**

