



dynata™

effectv



Dynata and Comcast Advertising's Effectv to bring to market the industry's first local brand lift solution for political advertisers.

ABOUT EFFECTV

Reaching Diverse Audiences with Speed and Scale

Effectv is a division of Comcast Advertising, which helps advertisers use the best of digital with the power of TV to grow businesses. It provides multi-screen marketing solutions to make advertising campaigns more effective and easier to execute. It has a presence in 66 markets with nearly 35 million owned and represented subscribers. For more information, visit www.effectv.com.

THE CHALLENGE

Agile Rollout Enabling Real-Time Adjustments

Political advertisers face the ongoing challenge of understanding how their message resonates with voters and potential voters in a complex and cluttered media landscape within a hyperlocal geography.

During the New Hampshire Republican primary, over 40 different ads were broadcast with varying messages. Understanding which ad was most effective at getting a candidate's message across

and which type of message was most effective were two very critical questions.

A political advertiser needed help to measure effectiveness of their TV ads using an approach that both yielded results quickly so they could optimize the campaign message while in flight and with deep geographic granularity to match the regional ad placement.

THE SOLUTION

Hyperlocal Brand Lift Ad Effectiveness Measurement

Dynata interviewed households in New Hampshire who were exposed to specific political ads served to them by Effectv. The ads were grouped together based on positive or negative results and were quickly compiled and reported on to enable candidates to leverage the insights to guide their campaign.

The political advertiser obtained quick and detailed results on their election ads without compromising decision-making on poor data.

IMPACT

Within a day of airing, advertisers received detailed ad effectiveness findings from Effectv. Insights covered candidate role model status, preparedness for challenges, and the impact of positive versus negative ads on voter intentions. This enabled swift mid-campaign optimization for more effective messaging

+8pp

Candidate Familiarity across exposed audiences with a notable increase (+14pts) among independent households.

+50%

of exposed households considered TV a key factor in evaluating candidates.

100%

candidate recall among exposed households.

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“In an election season, it is critical that advertisers understand the effectiveness of their ads and messages so that they can get the vote for their candidates. Our partnership with Dynata allows advertisers to now gather hyperlocal insights in real time to understand how voters are reacting to messages so that they can then pivot and better optimize their campaigns to effectively reach and engage voters ahead of the big day.”

Chris Vail

Vice President,
Political Sales, **Effectv**

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“Our collaboration with Effectv represents a significant leap forward in political advertising measurement. By combining Dynata’s survey data with Effectv’s advanced multi-screen marketing solutions, we empower political advertisers to make informed, strategic decisions at the hyperlocal level about their advertising to maximize its impact on voters.”

Don Simons

EVP,
North American Sales, **Dynata**

Use Dynata’s Brand lift to enhance your next TV campaign

Contact Dynata today



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