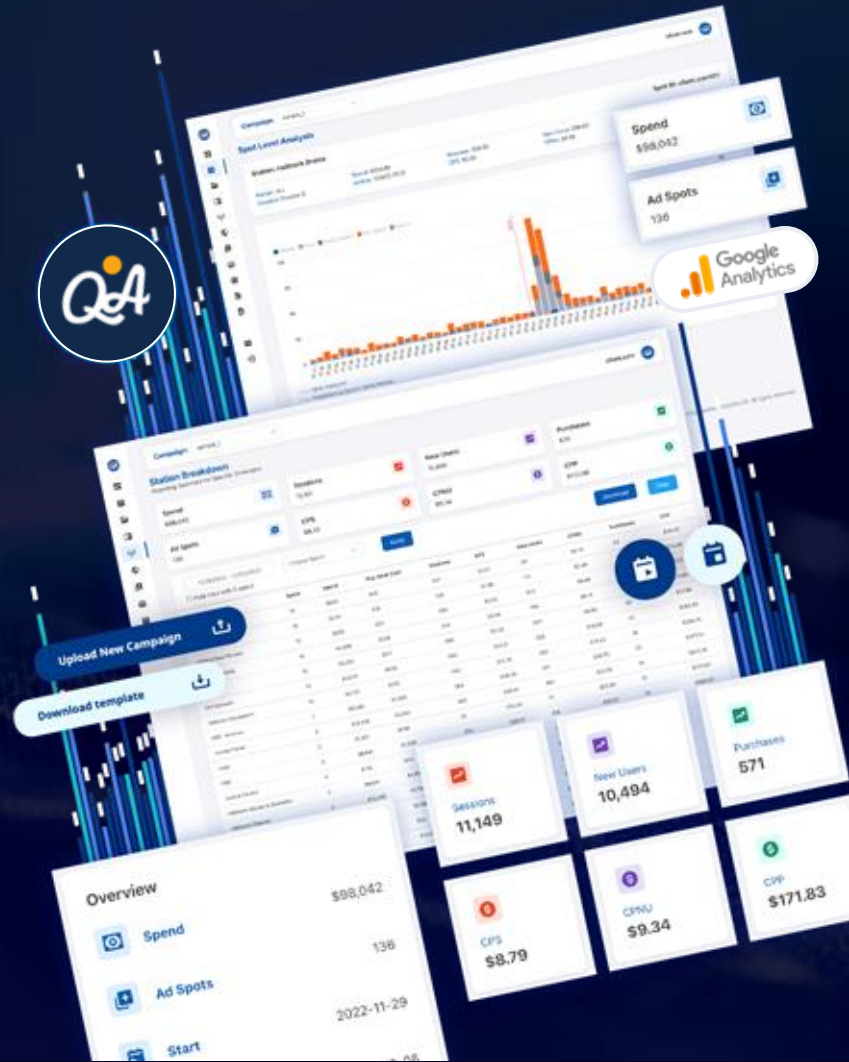


Turn TV Campaigns *into* Actionable Insights: Cut Waste. Scale Winners.

Works with Google Analytics 4
and Call Center Data

Affordable Pricing



Sections



**The Cost of
Unmeasured TV
Campaigns**



**The Solution: *Spot-*
*level TV Attribution***



**Case Studies &
Social Proof**



**Pilot Program &
Pricing**



Why Now?



The Cost *of* Not Measuring Your TV Spots

Every Second On TV Matters

Without spot-level attribution, an estimated 20-40% of spend may hide in underperforming spots while winners go underfunded*.



Missed Opportunities: No data to scale winning Dayparts, Stations, Creatives.

Ineffective strategies are repeated.

Ranges shown are illustrative and vary by campaign.



Lost Leverage: Hard to push for make-goods or better placements from TV Stations without data.

The absence of lift can expose non airings.



Lost Time: Traditional TV performance estimates are at too high a level to be optimized quickly.

800-numbers and offer codes can't be 1-to-1 with the number of TV airings and have additional cost.

Industry Voices

“While TV has changed massively over the past decades, how it is bought, sold and measured hasn’t.”

— *Linda Yaccarino*, then NBCUniversal advertising chief, as quoted in *MediaPost*, September 2017

“Despite progress in new kinds of audience metrics, Nielsen’s old-school viewer panel will remain the mode of choice for this year’s TV upfront buying season.”

— *The Wall Street Journal*, April 2025



The Solution: *Spot-level TV Attribution*

Reduce guesswork: understand relative spot performance

Problem:

Missed Opportunities: No data to scale winning Dayparts, Stations, Creatives. Ineffective strategies are repeated.

Lost Leverage: Hard to push for make-goods or better placements from TV Stations without data. The absence of lift can expose non-airings.

Lost Time: Traditional TV performance estimates are at too high a level to be optimized quickly. 1-800-numbers and offer codes can't be 1-to-1 with the number of TV airings.

Solution:

Quantify the impact of every TV ad to identify what works—and stop what doesn't.

A closed-loop feedback system gives you leverage to negotiate better placements with TV stations and claim make goods for spots that did not air.

Quickly test combinations without burning budget on trial and error. Results ready in minutes after upload. No incremental investment at scale.

How QA Measures TV Impact – Without Promo Codes or Surveys



Tap into your **historical Google Analytics** account to access the detailed results of each campaign:

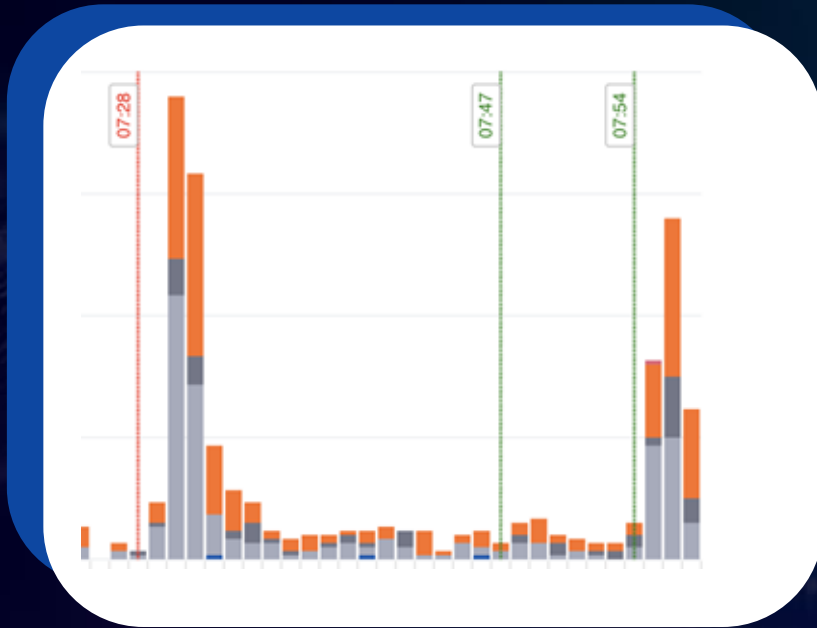
Methodology Overview

- Analyzes post-airing response patterns after each TV airing.
- Compares each spot's timing against historical and short-term baselines to isolate estimated lift.
- Measure estimated incrementality by channel, DMA, and traffic source to identify estimated drivers of response.
- Measure up to 3 Google Analytics goals or events per spot.
- Does **not** require 1-800 numbers, promo codes, or offer-based attribution.
- Supports short-form and long-form linear campaigns equally.

Easy Google Analytics Integration



How QA Measures TV Impact – Without 1-800-NUMBERS or Vanity URLs



Heavy media schedules require advanced modeling.

Methodology Overview

- TV airings cast a delayed response in minutes to hours after airing.
- QA's system models delayed response curves, isolating real viewer behavior over time.
- Overlapping heavy ad schedules are handled with de-overlapping.
- Lift is assigned to the right spot, even in crowded break windows.
- No need for promo codes, vanity URLs, or separate landing pages.
- Local ads are geofenced so that each ad is measured against the specific audience (DMA, US State, Country, etc.)
- Pre-filtered traffic channels such as Organic Search, Direct, Paid Search, Cross-network, Unassigned, etc.

Granular Reporting of Estimated Results

When each ad is estimated on its own merits, you can unlock opportunities to make better decisions through granular breakouts—such as by **DMA market, Ad Creative, Creative Length, Station, Daypart, Day of Week** and much more.

TV Station Reporting

Provides a clear, granular view of how each TV station contributes to your overall performance.

TV Market Report

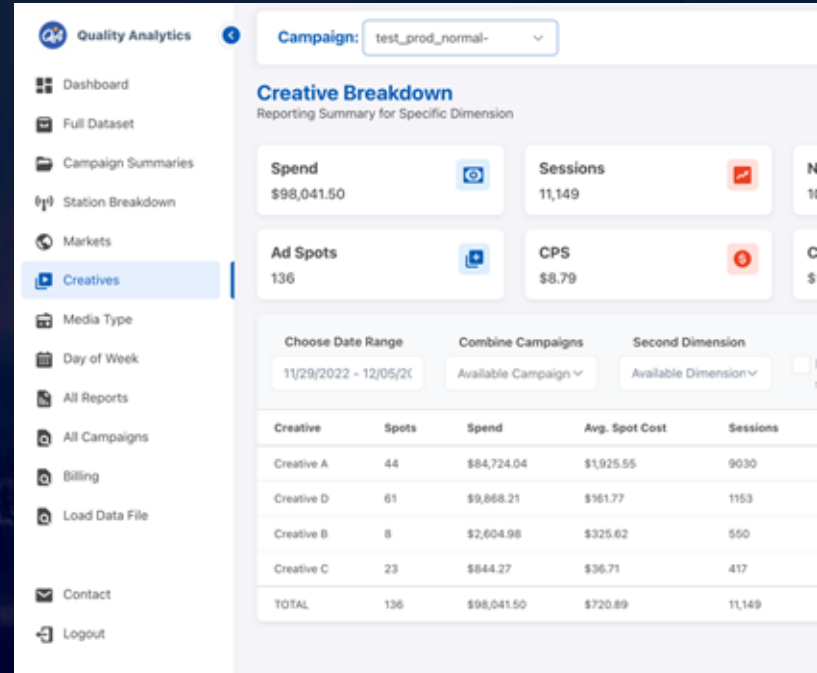
Offers a localized lens into your broadcast TV campaigns, showing how different markets stack up against your KPIs.

TV Creative Report

Helps you identify which ad concepts resonate most with your audience. By attributing performance metrics.

Custom Excel Reporting

Take full control of your broadcast TV data by requesting custom Excel reports tailored to your unique needs.



Quality Analytics - Differentiators

Use your Data

Based on Your Data

Built on Real Actions: Uses GA4 events/goals (and optional call-center data) to measure incremental lift at the spot level.

15+ years

Of development in TV attribution

Our software technology has been built over **15 years** of improvements, optimizations, and performance enhancements, enabling us to provide *better estimates*.



Long-term client relationships

5-Star Google Reviews and long-term client relationships driven by our **QUALITY** customer service and experience.

Fast

Process weekly postlogs quickly

Our simple to use online dashboard turns postlogs into directional insights as fast as possible.

- GDPR & CCPA Compliant - no PII Information
- Ultra Fast Processing Times

Retroactive

Historical measurement of all data

Analyze historical campaigns from prior years using your archived data.

- No Pixels to Install, No Devs.
- Onboarding time measured in minutes.



Free Pilot Program

Test our attribution system with your own data. No long-term commitment, just measurable results in a limited pilot engagement.



Case Studies & Social Proof

Case Study: Example Campaign

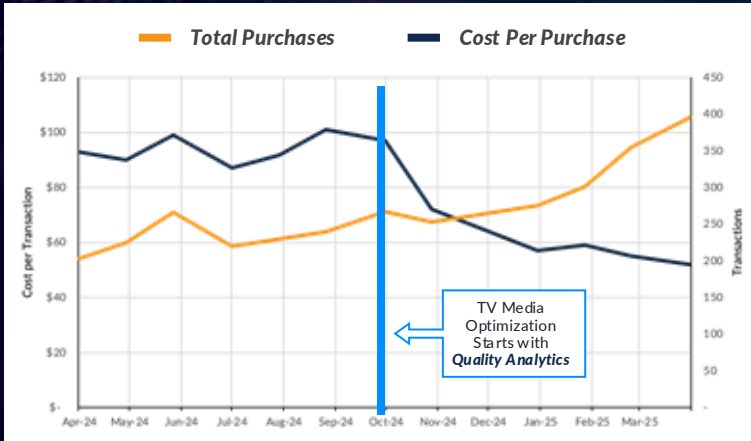
With **Quality Analytics TV** optimization:

Total Purchases
Increased by

> 65%

While Cost Per Purchase
Decreased by

> 46%



Underperforming TV stations were identified, and higher-performing stations were added to maximize results.

Before Optimization

Station	Spend	Purchase	CPP
Magnolia	\$4,700	59	\$80
GLIV	\$3,950	65	\$61
Nat Geo	\$2,225	23	\$97
Destination America	\$2,000	23	\$87
GSN	\$5,050	5	\$1,010
HITV	\$4,035	13	\$310
OUTC	\$1,590	50	\$32
Global	\$ 23,550	238	\$99

After Optimization

Station	Spend	Purchase	CPP
Magnolia	\$4,700	59	\$80
GLIV	\$3,950	65	\$61
Nat Geo	\$2,225	23	\$97
Destination America	\$2,000	23	\$87
GSN	-	-	-
HITV	-	-	-
OUTC	\$6,050	189	\$32
Global	\$ 21,025	394	\$53

Detecting underperforming channels makes it possible to reinvest in those delivering **better** results.

The outcome: more transactions with no increased—and possibly **lower**—investment.

Success Stories

"I've been in advertising for over 30 years. We've tried numerous media tracking software. Quality Analytics is by far the best data, value and service for our clients. They help us improve the results for our clients week after week. They are quick to respond. Quick to listen. Quick to serve. I'm so grateful to have them as a part of our service to our clients."

"We have worked with Jorge and his team for years. They have provided us, and our clients, with excellent service and data driven results allowing the campaigns to scale with a positive ROI."

"As a direct response advertiser in the health products industry for over 26 years, accurate data attribution is paramount to success. This is why we've entrusted Jorge and the team at QA with all our TV and radio data analytics."

"We view them as a true partner and an integral part of our campaign's success. They are not only responsive and reliable but also proactive in suggesting improvements, optimizations, and various strategies."



Reduce Cost Per Lead



Drive Revenue Growth



Improve Operational Efficiency



Optional Full Service Postlog Handling



Pilot Program *and* Pricing

Live in *Minutes*, Not Weeks

1



No Pixel To Install

Connect instantly via Google Oauth. No developer setup needed.

2



Upload New Media Schedules

Quick and easy upload process.

Optional managed service: We can combine, transform, and upload custom post-logs for a monthly fee.

3



Incremental KPIs and Cost Pers

All of our reporting includes “Cost Per” metrics so that you can quickly see which part of your media campaign has the lowest cost per action.

QA *TV Attribution*, Easy, reliable and accessible - Pricing

Flexible *pricing* for TV campaigns of all sizes

Prices are per advertiser, billed monthly. Volume and annual discounts available.

Software

- Account & Tech Support
- Geofenced Local Measurement
- Easy **GA4** Integration

+ Service

- Weekly **Post Log** Transformation
- Custom Monthly Excel Reporting
- Unlimited Historical Attribution

Affordable Pricing Starting at

\$499 /mo + **\$399** /mo
Software Service



Validate performance, review your results, and experience the *difference* for yourself.

Start Pilot Program →

Schedule Your *Live Demo* to ask questions and get real answers.

Schedule Live Demo →



Why now?

Why Now?

› Cookies are Crumbling

Signal loss accelerates

Safari and Firefox already block cross-site cookies by default; Chrome's path remains unsettled as Privacy Sandbox evolves—planning that bets on third-party IDs will keep breaking.

› Paid-social acquisition costs are climbing

Meta reports average price per ad ↑ 14% YoY in Q4'24 (and ↑10% for FY'24).

<https://investor.atmeta.com/investor-news/press-release-details/2025/Meta-Reports-Fourth-Quarter-and-Full-Year-2024-Results/>

› Rising CTV Prices

Multiple trade sources place CTV CPMs ~\$20-\$40+, YouTube video CPMs ~\$20-\$25, while many linear buys—especially local—can clear in the low- to mid-teens

<https://adsmanager.paramount.com/insights/ctv-advertising-cost>

https://www.portada-online.com/feature/ctv-advertising-a-tale-of-have-and-have-nots/?utm_source=chatgpt.com

https://martech360.com/mobile-tech/digital-advertising/ctv-advertising-everything-you-need-to-know-in-2024/?utm_source=chatgpt.com



At **Quality Analytics**, we believe every second of your campaigns has the power to create impact.

Let's turn your data into better decisions and unlock your true potential.

Contact us today

E-mail: admin@qualityanalytics.io

Phone: (310) 817-0414

www.qualityanalytics.io

**Thank you
for your time!**