

Assessing TV Ad Spots by Immediate Online Response: Towards a Deeper Understanding

The study aims to develop a deeper understanding of the practice of assessing TV ad spots by examining their immediate effects on various online activities. Over a span of 493,920 minutes, the authors merged minute-level brand and price search data with spot-level national and local TV advertisement data for three well-established pickup truck brands. They presented a generalizable modeling framework and demonstrated that one can reliably detect immediate online response to regular national and local ad spots, in terms of both own and competitor brand and price search. More specifically, they found that 1) nearly all of the response occurs within five minutes of an ad insertion, with brand search response peaking in the minute after the ad is aired and then dissipating quickly, while price search response is spread out more evenly over the five post-ad minutes; 2) national TV ad insertions also lead to significant competitor-brand searches, while little competitive spillovers in price search is detected. This is probably due to the fact that car shoppers are less likely to comparison shop between brands as they approach the end of the purchase funnel. 3) National ad spots are more cost effective in generating immediate brand search response, while local ad spots are more cost effective in generating immediate price search response. This reversal of relative cost effectiveness is intuitive in the sense that the three focal brands' national spots are typically more brand oriented whereas their local spots are mostly focused on price promotions. 4) The attitudinal response towards an ad creative, a variety of media placement factors, and the category interest of the audience can all systematically influence the rate of post-ad search response. Some of these moderating effects are similar between brand and price search, while others show divergence.

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List of co-authors: Rex Du (University of Houston), Linli Xu* (University of Minnesota), Kenneth C. Wilbur (University of California, San Diego)

*presenting author