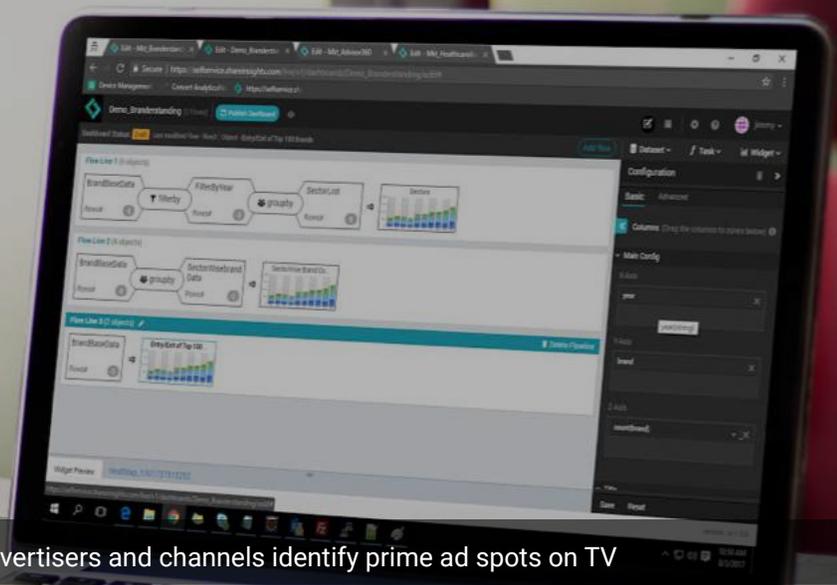




Improved TV Advertising
Conversions using ShareInsights



How a cable TV company helped advertisers and channels identify prime ad spots on TV

One of the largest international cable TV companies serving close to 29 million customers helps television channels and advertisers identify optimal time slots for airing promos and commercials. They identify these slots by creating customized dashboards that analyze viewership data with respect to different content types, time, and date of airing. The company collects viewership data from panels, set-top boxes and smart TVs and desires the simplicity of a single-platform solution that can make sense of this multi-channel data.

Challenges

- The cable TV provider wants to create additional monetization opportunities to keep up with the shift in TV viewing habits caused by technology advances
- To this end, the company wants to create a new business line by providing TV channels and advertisers insights around optimal time slots for airing promos and ads
- In creating this new business line, they face severe competition from other pure-play panel analytics providers
- Over 500 gigabytes of data comes in from panels, set-top boxes, and smart TVs every day, making it extremely difficult to analyze in real time
- The company currently makes expensive investments in data experts who use Hive, Spark, and Shell scripts to analyze this data and calculate slots

Solution

Accelerite ShareInsights provided the cable TV company with self-service big data analytics capabilities so that analytics managers without technical expertise can process real-time viewership data from multiple sources and create customized datasets and dashboards for channels and advertisers.



- Analytics managers at the cable TV company help TV channels identify time slots to promote content by creating viewership dashboards using drag-and-drop queries on real-time data

- > Analytics managers give advertisers a comprehensive view of how and when their ads can reach the desired audience by analyzing which ads are being watched
- > Instead of analyzing data and creating a new dashboard from scratch for every new channel and advertiser, they create reusable templates with frequently used parameters that define qualification criteria
- > They now use correlation machine learning algorithms to predict extremely relevant information such as promo conversion rate (the percentage of viewers who watch shows based on promos that they watched)
- > Analytics managers effortlessly add new data sources and build dashboards right away without any downtime
- > They now calculate cumulative reach and number of unique viewers - an extremely complex calculation - using simple drag-and-drop filters

Results



The cable TV provider successfully created a new business line and moved up the value chain by providing insights instead of just being a passive cable distribution network



Television channels saw a 30% increase in promo conversion rates by airing promos in the recommended slots



Advertisers saw a 25% increase in ad viewership by placing ads in the top spots identified

About Accelerite

Accelerite is a Silicon Valley based company delivering secure business-critical infrastructure software for Global 1000 enterprises. Accelerite's product suite includes hybrid cloud infrastructure, endpoint security, big data analytics, and the Internet of Things.

To know more about Accelerite ShareInsights visit: www.accelerite.com/shareinsights