We help brands, agencies and networks maximize their advertising impact.
What we do

TV & Digital Ads efficiency without privacy risks

We measure and optimize TV & digital ads efficiency by leveraging machine learning so we can provide accurate insights and recommendations while respecting privacy.
**Audience**

- Media buying agencies
- Brands

**We analyzed so far**

- 2M commercials
- $400M media spend

---

**Our story**

- Media buying agencies and brands rely on outside vendors. Most of these vendors employ shady measurement capabilities putting agencies and brands at risk of legal liability.

- These off-the-shelf solutions tended to be inaccurate – They are based on simple rules rather than statistical methods.

- RSLT was founded to assist media buyers and marketers get robust, accurate, fast and actionable advertising insights based on machine learning algorithms, leveraging only the clients data so privacy risks are minimized.
Analytics Toolbox

TV/Radio Attribution

Measure the immediate TV/Radio commercials impact on a brand website

<table>
<thead>
<tr>
<th>Performance Measurement</th>
<th>Wear-out/Saturation</th>
<th>Budget Optimization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attributes online response to their respective ads</td>
<td>Forecast when your creative and channel will no longer drive interest</td>
<td>Multiple scenario approach for budget allocation</td>
</tr>
</tbody>
</table>

Marketing Mix Modeling

Analyze overall investment strategy to optimize ROI

- TV, Radio, OOH, Social, Display and Search
- Weather and economic factors

Offline

Impact on sales

Online
Multi-Touch Attribution

Attributed conversions from TV and digital

Attributed revenue

- Display Ad
- Email
- Paid search
- Social media
- TV Impressions
- Online radio
- Website Visit

Online purchase / quote

Attributed revenue:
- abc: $20M
- YouTube: $3M
- CBS: $13M
- Facebook: $4M
- Hulu: $7M
- Spotify: $5M
- Google: $2M

MINIMAL PRIVACY RISK
No PII
No 3rd Party Tags
For example: TV Attribution

- **MONDAY**
  - Overnight Movie Promo
  - 3K

- **TUESDAY**
  - Early Fringe Documentary No Promo
  - 2K

- **FRIDAY**
  - Prime News No Promo
  - 10K
Granular attribution

- Spot Length
- Time of the day
- Genre
- Broadcast Type
- Day of the week
- Channel
- Creative
Ad Fatigue

Why Forecasting creative fatigue?

Knowing when your investment will stop impact your audience will allow you to know when to divert your investment before you loose it

Let’s say this creative was aired on TV

Target audience is no longer reacting to this creative

Interest starts to fade

Wear-in starts

Creative Saturation
- Predicted visit trends
- Actual Visits
- Start/End

Spend

Visits
Case study 1
Assessing past creative investment for a large university in California

The Challenge
The agency strategy team for a top university in California wanted to know how their client's most recent campaign fared. They called RSLT to assess their whole strategy, with a special emphasis on creative success on Hulu, as this was their first investment on this platform. Their objective was to improve the planning of their next campaigns in order to maximize creative impact.

The Solution
RSLT TV channel saturation capability was leveraged to measure TV over/under investment by channel.

The Result
RSLT forensic/post analysis identified >$800K in over-investment

- Pre-saturation period: $5
- Saturation point: $43
- Client stops investing at: $80

Investment stopped

Creative Impact

Figure: Line graph showing the creative impact over investment with key points labeled Pre-saturation, Saturation Point, and Investment stopped.
Case study 2
Fighting creative fatigue for a financial company

The Challenge
The media team desired to get a better return on their investment in the long run. They required a strategy to push the creative saturation threshold higher. They want to know when it will happen and what they can do to avoid creative burnout by changing the trend.

The Solution
The media team was able to prepare for ad fatigue and extend the life of the creative by utilizing RSLT’s unique technique to tracking and forecasting ad fatigue.

The media team was able to alter and optimize its strategies to delay wear-out by anticipating creative fatigue. The campaign resulted in a 15% improvement in efficiency.

The Result
The media team was able to alter and optimize its strategies to delay wear-out by anticipating creative fatigue. The campaign resulted in a 15% improvement in efficiency.

- Creative wearout forecast trend pre-optimization
- Creative wearout after optimization at the end of the campaign

Gained efficiency
Case study 3
Proving the value of Spanish-language TV commercials

The Challenge
Hispanic media planners face a distinct set of challenges. Their success is determined by the number of leads generated by calls on web form-fills on Spanish-language landing pages.

d2H Partners knew they were also generating online traffic to their clients' English-language landing pages from their Spanish-language commercials, but they couldn't prove it.

The Solution
RSLT attribution assessed how many online visits to Spanish and English landing pages can be attributed to specific Spanish-language commercials.

On average, one Spanish-language commercial drove one Hispanic landing and three English landings.