

# DRTV AND DR-RADIO TRACKING TECHNOLOGY IN THE DIGITAL AGE:

## EVERYTHING YOU NEED TO KNOW TO MAXIMIZE ROI AND REDUCE WORKLOAD



39	451	368	50	46	83	74	29	10	340	20	25
235	164	94	45	73	38	99	25	73	22	27	47
	166	172	54	91	85	40	78	49	65	61	30
			10	30	62	49	32	31	10	18	18
433	896	2.132	2.390	3.850	2.175	1.288	2.955	3.028	2.16	1.65	1.25
1.870	2.845	1.001	1.920	1.748	2.287	2.955	1.299	1.25	1.65	1.65	1.25
2.427	1.133	1.308	3.928	3.178	2.514	2.955	2.119	1.27	1.65	1.65	1.25
2.424	2.697	1.710	1.287	1.212	2.335	2.325	2.119	1.27	1.65	1.65	1.25
692	1.844	1.725	2.110	1.928	1.952	1.928	2.119	1.27	1.65	1.65	1.25
		1.442	3.292	3.295	2.543	2.543	2.543	2.543	2.543	2.543	2.543
			1.212	1.928	1.952	1.952	1.952	1.952	1.952	1.952	1.952

## Introduction

In the warp-speed world in which we live, where making real-time decisions has become the norm, it's critical to get immediate reporting to determine which commercials have run and which have not. No longer is it acceptable to wait weeks, even months, to get logs of aired commercials, both on TV and radio. DR marketers understandably want data as quickly as possible in order to maximize ROI from their programs. That's why we approached Nielsen for this eBook, to get a best practices overview from the industry tracking leader.

## Who Should Read This eBook

*DRTV and DR-Radio Tracking Technology in the Digital Age* is a must for any executive involved in a company that is currently using DRTV, considering using it, in RFP mode to select an agency, or wondering why a past DRTV campaign failed or was marginal.

## About Acquirgy

Acquirgy is a customer acquisition agency specializing in multichannel campaigns fueled by DRTV. With over 350 DRTV campaigns and over 200 landing pages/microsites developed for clients, acquirgy is acutely aware of what it takes to convert consumers who arrive online from infomercials and short-form commercials. Clients include Hoover, Keurig, Cold-EEZE, CDW, Bealls and many others.

## About Nielsen

Nielsen operates as an information and measurement company worldwide. The company offers critical media and marketing information, analytics, and industry expertise about what consumers buy and what consumers watch on a global and local basis. In delivering insight into what consumer buy, Nielsen provides retail measurement services that include market

share, competitive sales volumes, and insights into distribution, pricing, merchandising, and promotion activities; consumer panel measurement, which offers insight into shopper behavior and customer segmentation; and consumer intelligence and analytical services in areas of growth and demand strategy, market structure and segmentation, brand and portfolio management, product innovation services, pricing and sales modeling, retail marketing strategies, and marketing ROI strategies.

Enhancing understanding of what consumers watch and how they engage with media, Nielsen provides viewership data and analytics primarily to the media and advertising industries across television, online and mobile devices. This segment offers television audience measurement services, including measurement of national and local television audiences; online audience measurement services, such as Internet media and market research, audience analytics, and social media measurement; mobile measurement services comprising measurement and consumer research for telecom and media companies in the mobile telecommunications industry; cross-platform measurement solution to provide information about usage of various screens, unduplicated reach, cause and effect analysis, and program viewing behavior; and advertiser solutions.

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- Benefits to DRTV and DR-Radio Marketers
- How Does Electronic Tracking Work?
- Advantages of Tracking
- The Agency Perspective

## What Is Electronic Tracking?

Electronic tracking is a way to automatically detect when and where specific TV commercials air across both TV and radio.

## Benefits to DRTV and DR-Radio Marketers

Direct response marketers now can enjoy rapid verification of commercials that have run rather than waiting for post logs that can take weeks or months, and may be subject to human error. This immediate verification can be supplied with audience data that can be used for ROI and campaign measurement analysis.

## How Does Electronic Tracking Work?

### TV Commercials

The commercials are encoded with proprietary Nielsen watermarks according to a specific protocol at the dubbing facility or by the client at their location if they have the proper equipment. A code is hidden in the audio of the commercial that can be detected by Nielsen TV Ratings monitoring sites across the U.S.

### Radio

The commercial is uploaded via the Nielsen website and is “fingerprinted” via proprietary software. The “fingerprint” is then stored in a reference library and matched when “heard” by the Nielsen radio monitoring sites across the U.S.

### Monitoring Coverage

Nielsen Sigma tracking includes:

- All 210 DMAs across the U.S., including almost every SD and HD source
- 165+ national cable networks
- 7 national broadcast networks
- 4 Spanish language broadcast networks
- 30+ International Networks

- 2,000 AM/FM radio stations in over 140 U.S. markets and 30 Canadian markets

## The Advantages of Tracking

As you can imagine, having immediate data saves time and enables marketers to evaluate campaigns quickly and efficiently. Sigma's detection feed, which can include Nielsen Ratings, can be a powerful performance measurement tool, especially for Hybrid advertisers who are using a DR model to enhance their branding efforts.

## The Agency Perspective

As a direct response agency, we know the value of getting near- or real-time data to optimize our campaigns. Knowing which spots and infomercials ran completes the circle of data that includes responses and conversions. Tracking is at the core of every direct response marketer, and the ability to know when commercials run quickly is an invaluable resource.

## Conclusion

Nielsen offers a number of services to agencies and advertisers focusing on Direct Response. Nielsen Sigma is one of those products. Knowing when and where your DRTV and Radio spots air can be a crucial part of any campaign. Sigma reporting can be combined with other Nielsen and 3<sup>rd</sup> party metrics to create a complete campaign management solution.

## More Fresh Content from acquirgy and Nielsen

### Nielsen

- Television Measurement:  
<http://www.nielsen.com/us/en/measurement/television-measurement.html>

### acquirgy

- Discover over 100 best-practices content in the Customer Acquisition IntelCenter: <http://NL1.acquirgy.net>
- Visit our eBook library for all of our best practices titles:  
<http://LB13.acquirgy.net>

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