

# TVSquared's Guide to TV Analytics Maturity | Sponsored Content

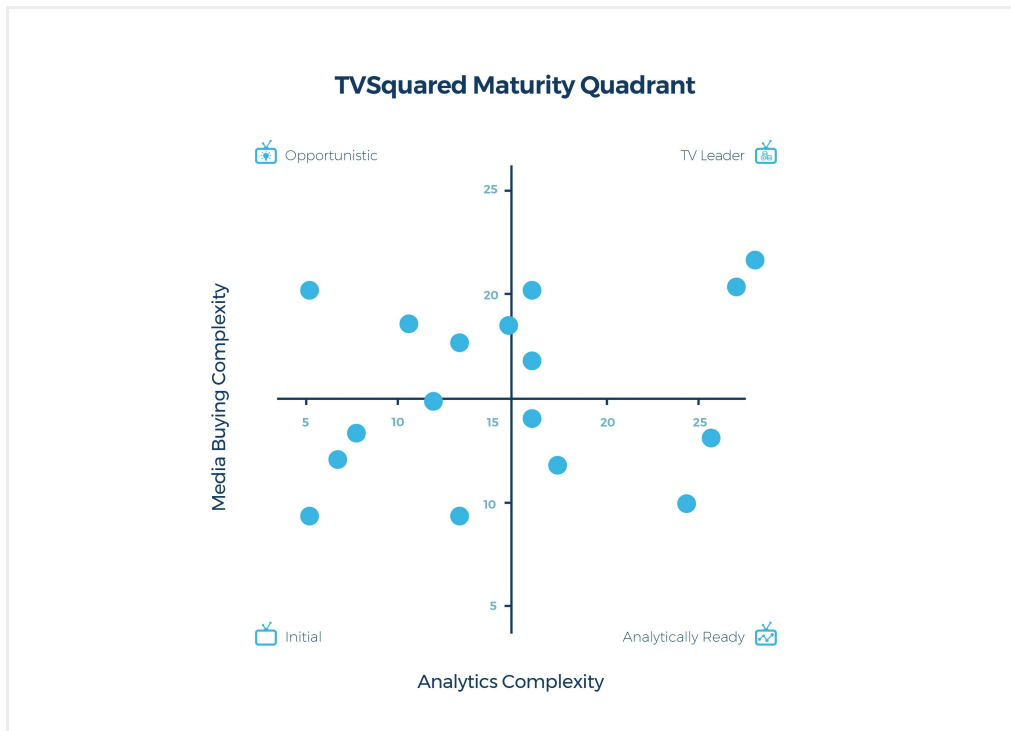
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**T**raditionally, advertisers used TV for one reason: reach. But despite its unrivaled ability to reach the masses, TV didn't offer accurate, fast ways of measuring and optimizing performance, or identifying who, among the throngs of viewers, actually responded and converted due to ads. While marketers knew TV worked, they didn't know why, how or just how much. More importantly, they didn't have the insights needed to make it work even better.

Fast forward to the 2010s. Advertisers, accustomed to the real-time nature of digital, demanded the same type of dynamic opportunities from traditional marketing channels too. Not only that, but the majority of TV viewers now watched with second-screen devices nearby. This, in turn, evolved TV's role from being just a driver of reach, to being a driver of reach and performance.

Enter TVSquared and TV performance analytics.



*Click image to view larger.*

In 2012, TVSquared developed the data-driven technology needed for advertisers to measure and optimize TV campaigns in real time—making TV a performance-marketing channel. Advertisers now had the insights to optimize TV-driven response, maximize spend and improve campaign effectiveness.

Today, TV performance analytics has evolved into much more than just attribution. Brands, agencies and media owners are not only measuring TV campaigns, but also continuously optimizing them for performance (for linear, OTT, VOD, etc.), harnessing data to improve planning/buying and making TV and digital initiatives work together.

TVSquared recently launched the first **TV Performance Analytics Maturity Model**. The path to maturity is complex and individual to each advertiser. With that in mind, TVSquared’s **model and ebook** provide more context around each level, explain the typical steps to maturity and offer guidance to get to the next level.

Here’s a summary of the five levels:

**Level 1 – Initial:** Advertisers look at campaign performance in hindsight and typically buy and design TV based on ratings. With after-

the-fact analysis, they do not use TV as a performance-marketing channel.

**Level 2 – Developed:** Advertisers have taken the first steps toward TV analytics maturity. Not only are they bringing a level of timeliness to TV measurement, but they are also applying those insights to improve future campaigns.

**Level 3 – Defined:** Those in this level are higher on the maturity model than most advertisers. They dynamically manage and optimize TV and tie campaign performance directly to bottom-line business outcomes.

**Level 4 – Managed:** These companies use TV for more refined targeting, make it work with digital and understand its total impact. They use TV in pioneering ways and understand how it can be leveraged to reach specific audience segments, as well as influence and complement digital initiatives.

**Level 5 – Optimized:** These are advertisers trailblazing the ways TV can be used as a marketing channel. They experiment with automation, leverage AI and look at TV beyond linear. Since this stage is so forward-thinking, several aspects might not be perfected yet, but that doesn't discount them from maturity.

To read more about each level of TVSquared's TV Analytics Maturity Model, [download the free ebook](#).