

TAPAD AND A TRAVEL COMPANY

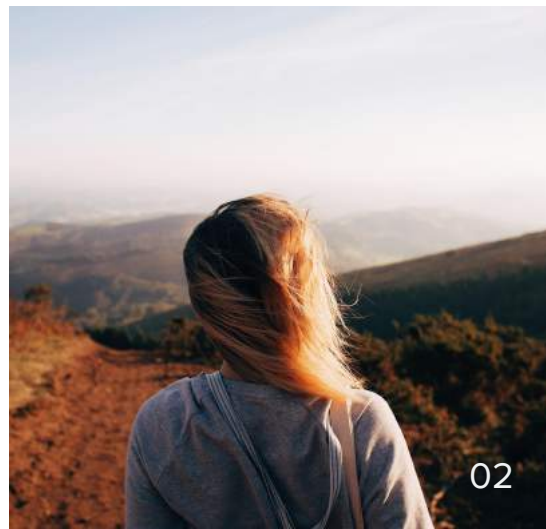
A TV to Digital Journey

TAPAD

Attributing which digital device was used to respond to a TV ad can be challenging. The client's goal was to measure the effectiveness of their campaign at driving people to their site, and ultimately booking a trip.

22.4M

The client reached
22.4M TVs worldwide





STRATEGY

The client turned to TapadTV to bridge the perceived gap between TV and Digital. In two months, with a 30-day attribution window, Tapad measured the effectiveness of the travel brand's TV campaign across myriad network buys.



RESULTS

The client turned to TapadTV to bridge the perceived gap between TV and Digital. In two months, with a 30-day attribution window, Tapad measured the effectiveness of the travel brand's TV campaign across myriad network buys.

17%

of users booked within
2 days of Ad exposure

Late Fringe
& Overnight

audiences yielded the
highest bookings action
rates

These networks yielded
highest bookings action rates:





RESPONDERS BY DEVICE

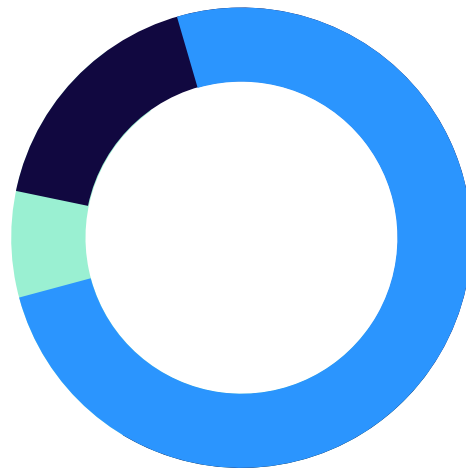
■ Mobile ■ Desktop ■ Tablet

22%

Responded by
MOBILE

10%

Responded by
TABLET



68%

Responded by
DESKTOP

A decorative graphic in the bottom-left corner consisting of a grid of squares in various shades of blue and purple, arranged in a pattern that tapers to the right.

TAPAD

Let's Connect

tapad.com

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| [@tapad](https://twitter.com/tapad)