# SIMULMEDIA®

# Convert New Viewers to Returning Program's Premiere

## CLIENT CHALLENGE:

A large cable network needed to promote the season premiere of a returning drama series. The network wanted to target viewers of two similar shows whom may have never watched the returning series in order to increase ratings for the second season.

## SIMULMEDIA SOLUTION:

**Custom Target:** Run a two-day campaign, targeting M18-49 who have watched at least one episode ofeither of the two 'look-a-like' programs.

**Prediction:** Analyze past viewing data of the client's target audience and predict the audience's future viewing behavior to optimize the campaign's performance.

### CONVERTED VIEWERS BY NETWORK



83% MORE CONVERSIONS

Legend:
- SIMULMEDIA
- OTHER TV MEDIA
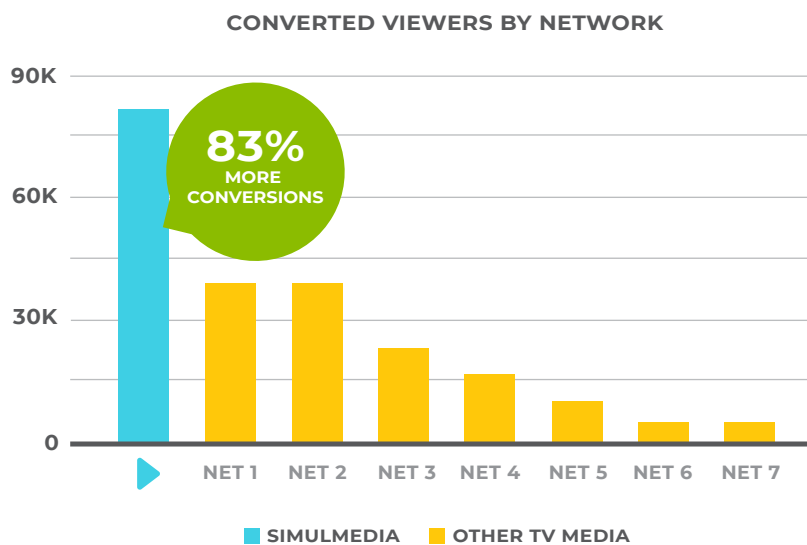
## REAL RESULTS:

Simulmedia converted over 135k M18-49 viewers and 80k custom target viewers to the season premiere.

Simulmedia had a cost per converted viewer of $0.74 for M18-49 and $1.24 for the custom target.

Simulmedia converted 83% more custom target viewers than the next highest converting network on the plan. *(see chart)*

## Additional Insights

Simulmedia measured the campaign's performance down to the spot level to further optimize future campaigns. Top-converting spots included promos that ran during:

*Oddities* on **Science Channel**

### 32%
conversion rate

*Beyond Belief: Fact or Fiction* on **Chiller**

### 28%
conversion rate

*Bar Rescue* on **Spike**

### 19%
conversion rate