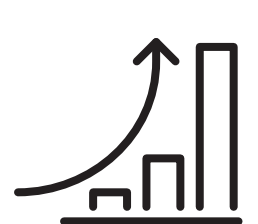


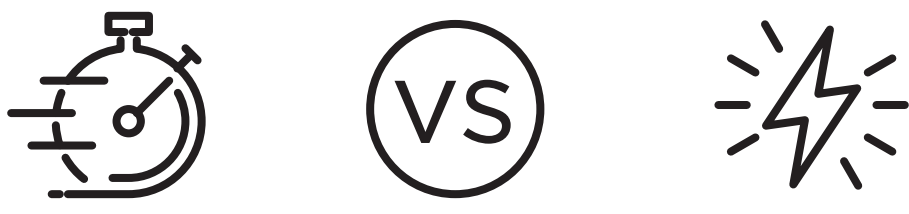
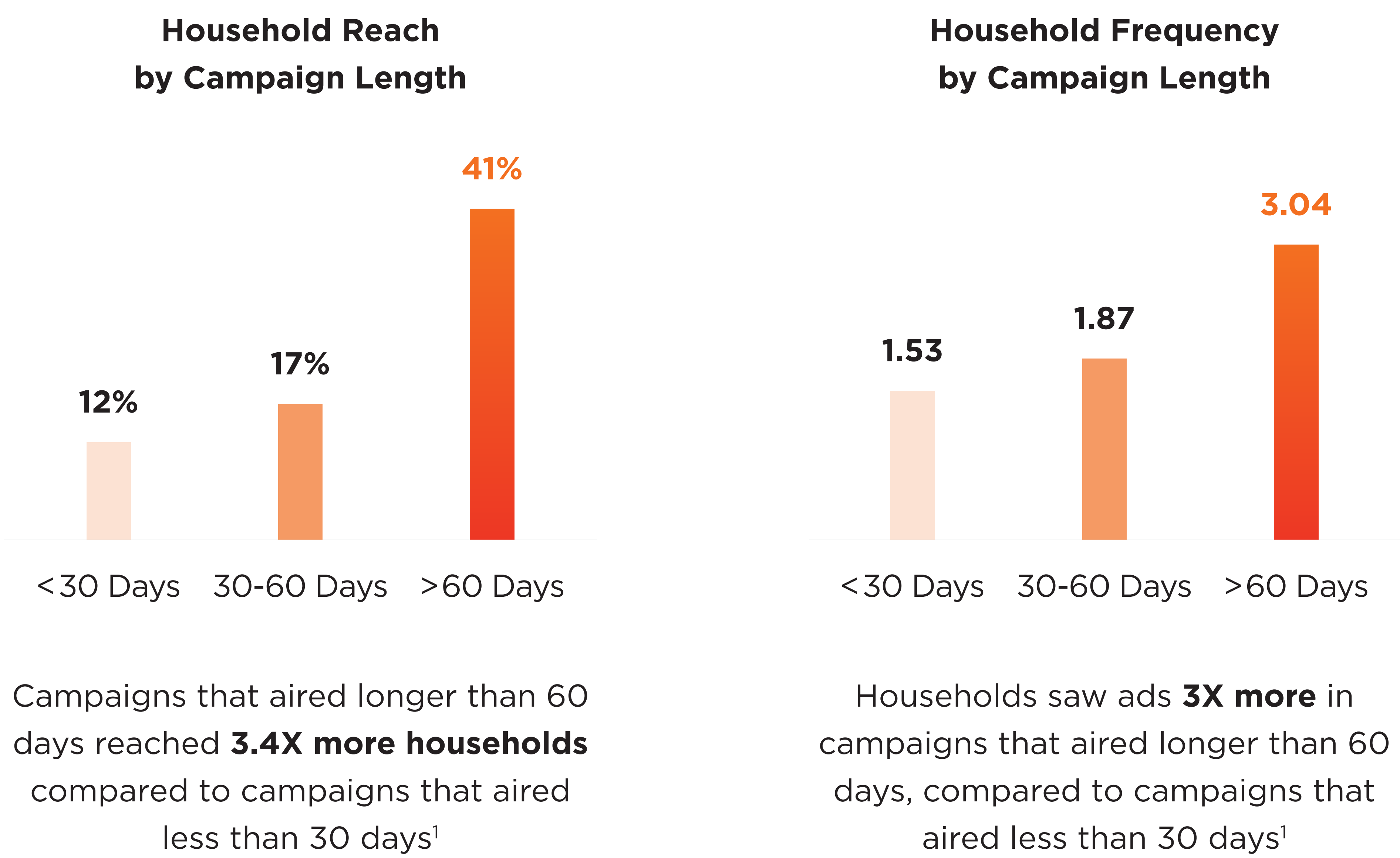
THE BENEFITS OF

Continuous Advertising

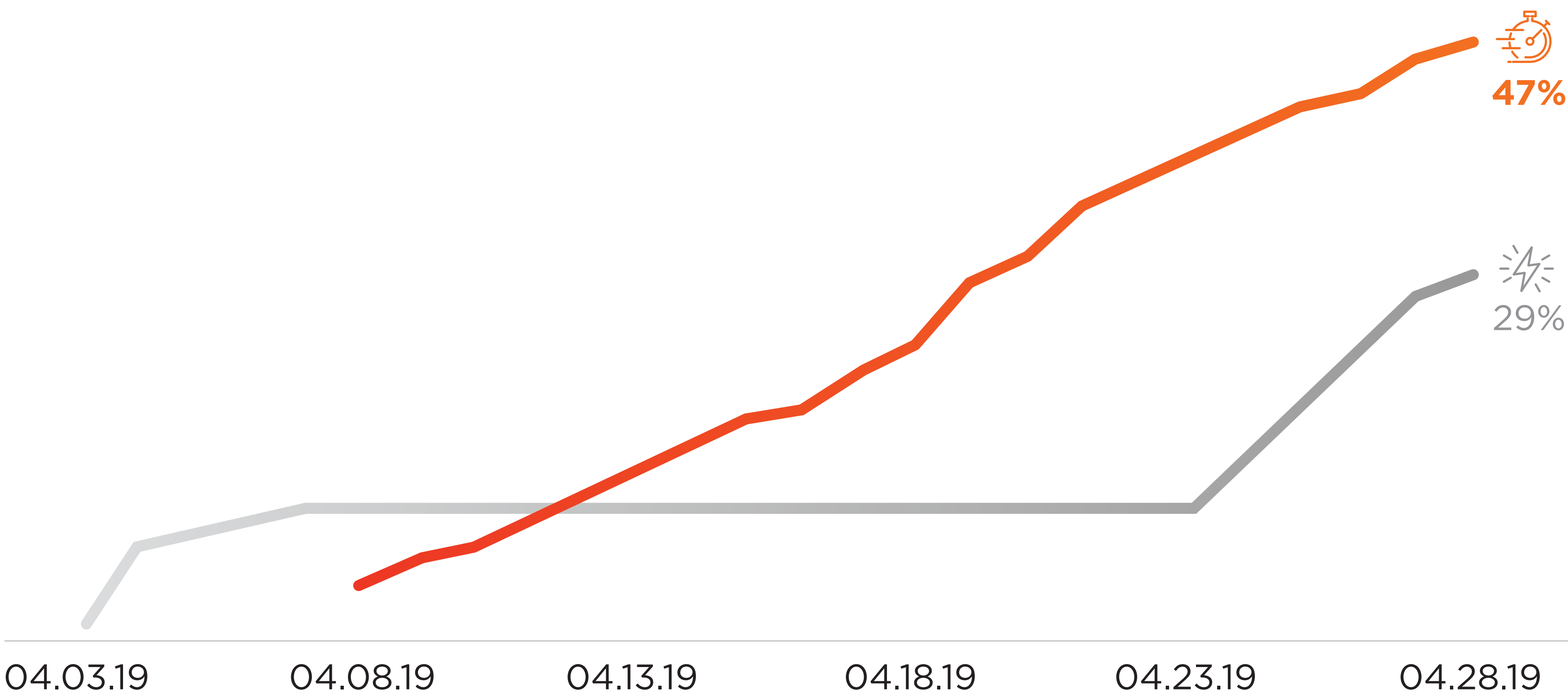
We wanted to understand how longer TV advertising flights affected campaign performance for advertisers. Effectv pulled together insights based on thousands of Effectv campaigns, hundreds of Ad Planner campaigns, and numerous case studies. Here's what we found!



On average, longer flights deliver more reach and frequency across all spend levels¹



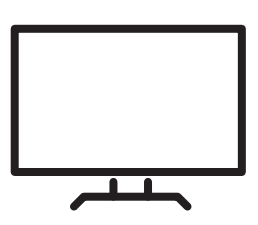
A continuous campaign strategy reaches more households²



When comparing two (2) TV advertisement campaigns within the same industry, geography, and spend, the continuous campaign strategy reached more households than the burst campaign strategy.²




Consider Maintaining a consistent advertising presence to build your reach with potential customers




TV drives immediate, short-term and long-term impact³


Immediate
Instant Impact
30 minute window


+4.7%
Average % lift in immediate visitors³

Short-term
Ad Factor
1 week window


3-6X
Average % lift in visitors throughout the week³

Long-term
Carryover Effect
4 week window


23%
of impact carries over into weeks 2-4³

Plan Your Campaign Today

Talk to an Expert

Sources: 1 Comcast Internal Data (Analysis of 2Q 2019 campaigns). Campaign Analysis for 1,000+ Ad Planner Campaigns, 1Q 2022, Total HHs 2 Comcast Internal Viewership & Ad Exposure Data for specified campaign(s) and flight dates. Audience defined by Experian and/or Polk. A minimum reach of 75 households within a segment is required for viewing to be reported for any particular network. 3 Effectv & TVSquared Impact Study, Q1 2020, from Effectv Halo Effect TV Drives Digital Whitepaper

