



How Pursuit Channel Drove Automotive Win with Comscore TV

Just Released!

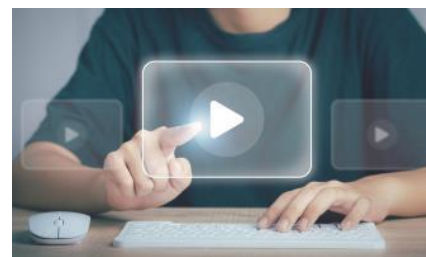
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1Q 2022

Today's Innovations in Measurement
Real-world case studies from industry innovators

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Untangling Terminology Within Video Measurement

This 8-page glossary equips you with clear definitions to the most common terms in video measurement

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Today's Speakers



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CASE STUDY

Pursuit Channel:
winning automotive
ad placements
with Comscore TV
& Advanced Audiences™



Overview

1 The scenario:

- **Pursuit Channel**, an outdoor enthusiast network learned that a major ad agency was not planning to include them in a nationally ranked mid-sized truck ad buy. Pursuit then **reached out to Comscore for help with leveraging Comscore TV data** to make the case to be included in the buy
- **The agency's rationale** was that buying competing Channel B, which has the larger audience, satisfied their need

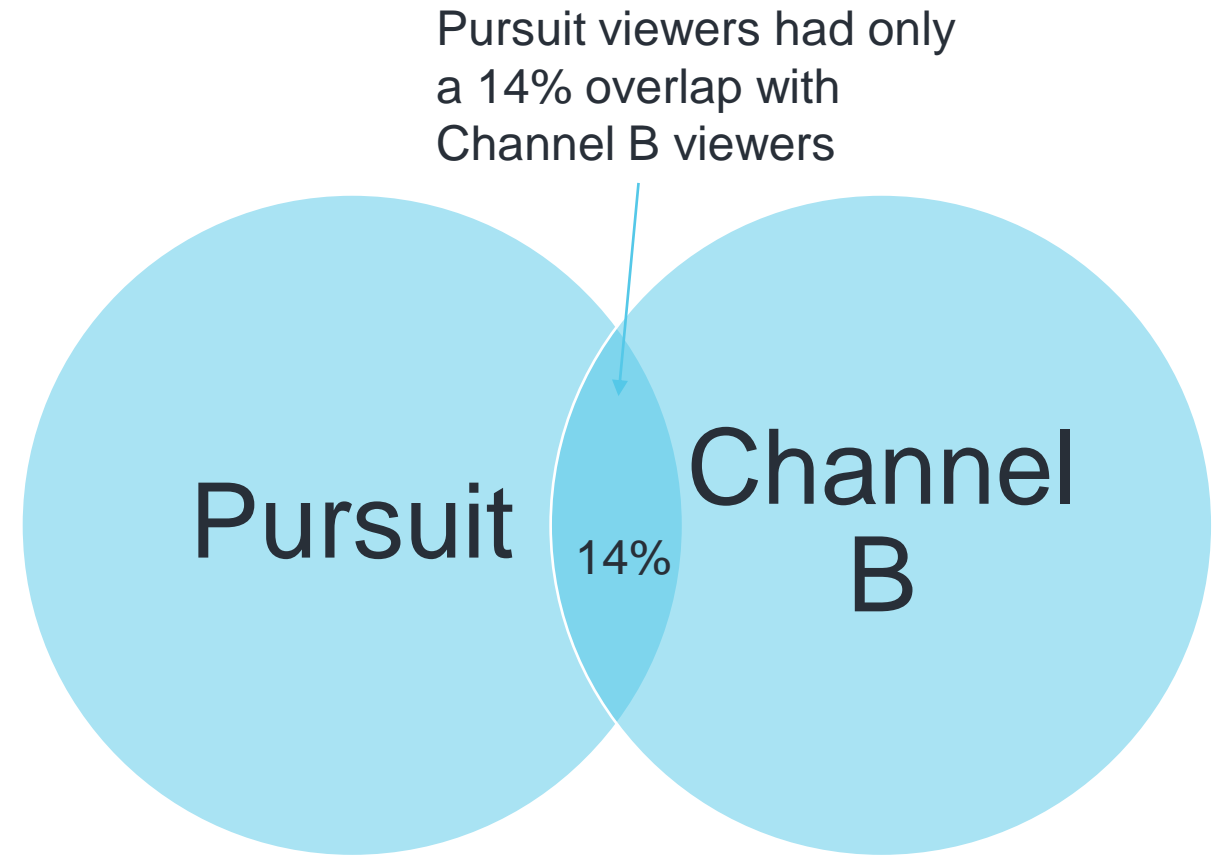
2 The solution:

To secure a portion of the buy, Pursuit leveraged its subscription to Comscore TV's national reporting and advanced automotive data to demonstrate that:

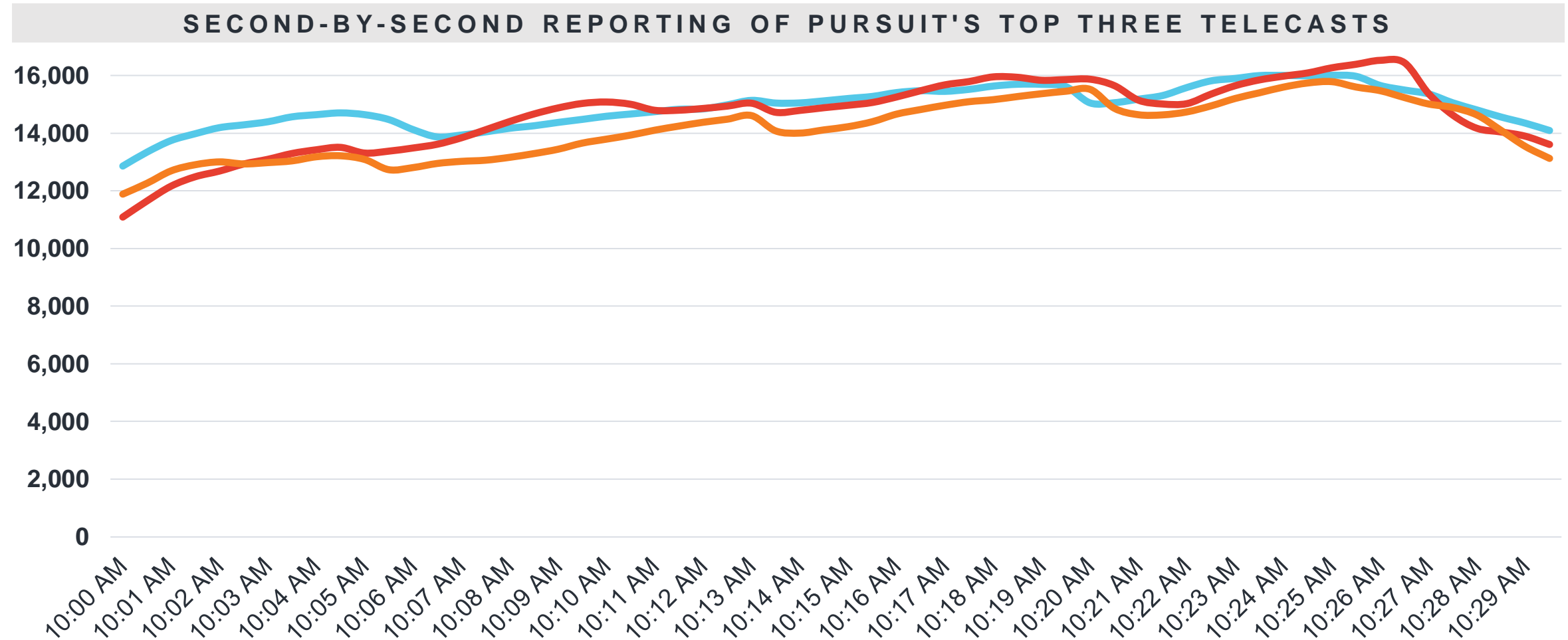
- Pursuit will deliver an **incremental audience** of engaged mid-sized truck buying intenders
- Pursuit's **content is sticky** with this audience, and retains audience engagement even during commercials
- Pursuit viewers are a **strong target** for the mid-sized truck category

Different audiences: only a fraction of Pursuit viewers also watch Channel B

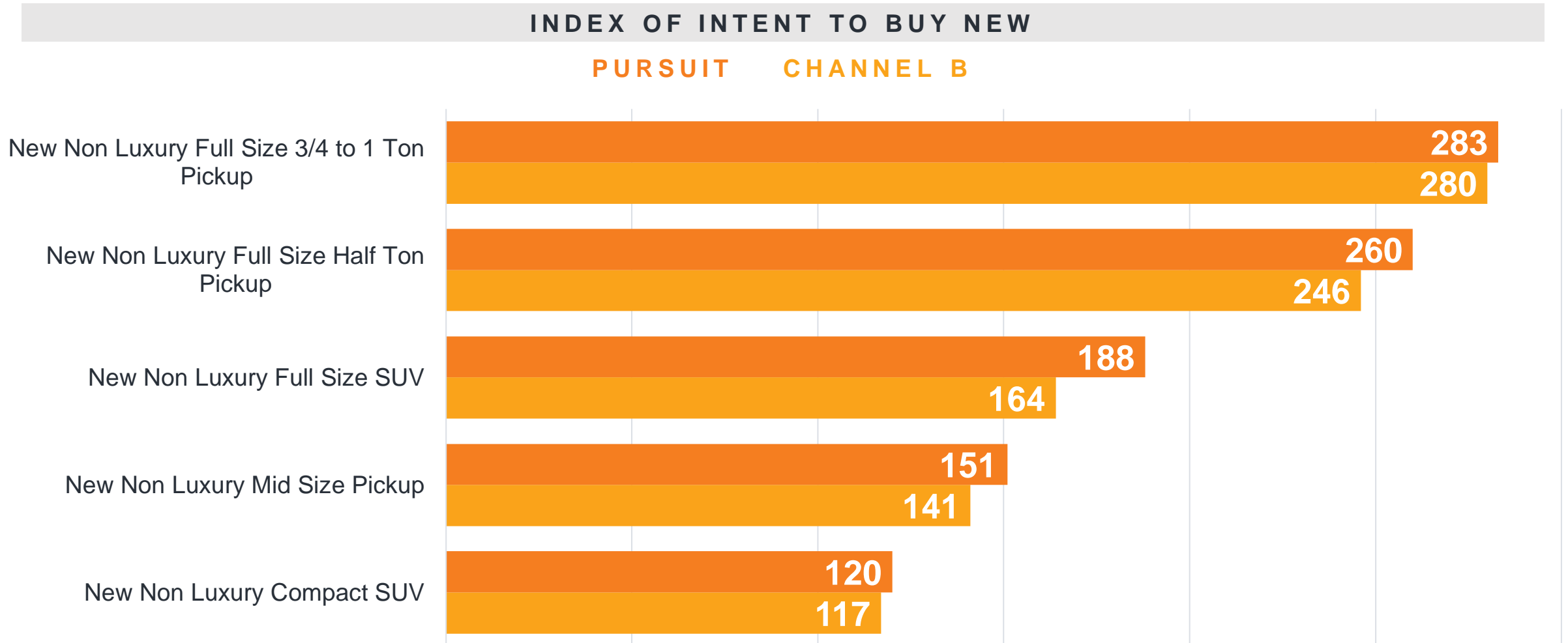
Additionally, Pursuit demonstrated that its channel delivers a **Significant level of incremental viewing households.** Only 14% of Pursuit viewers also watched Channel B in July 2021.



Pursuit's most watched telecasts in Q3 2021 show continuous audience engagement, which is ideal for any potential advertisers



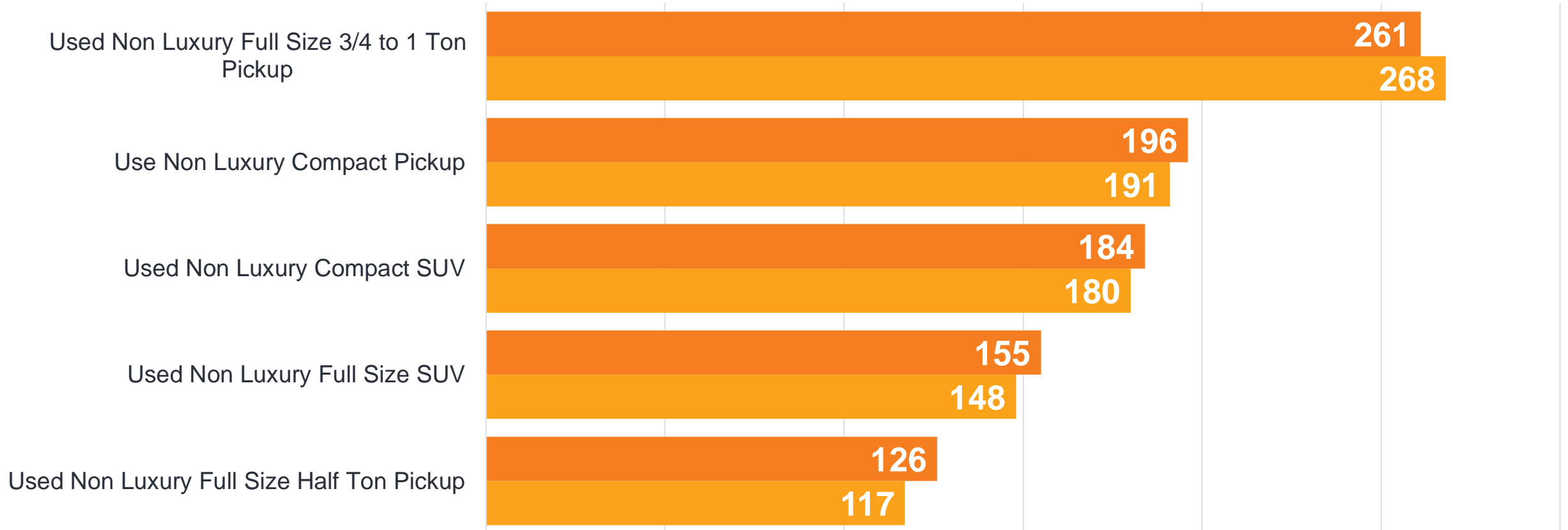
Pursuit's viewers demonstrate a higher index of intent to buy new pickups and SUVs compared to Channel B viewers



Overall, Pursuit viewers exhibit a higher indication of intent to buy used pickups and SUVs compared to Channel B Viewers

INDEX OF INTENT TO BUY USED

PURSUIT CHANNEL B



Success and Results

- Pursuit demonstrated that it delivers an incremental audience of outdoor enthusiast viewers who have a higher index of intent to buy both new and used pickups/SUVs compared to Channel B viewers.
- Comscore TV data also shows that the Pursuit viewers do not drop off while watching top telecasts, which signifies that an engaged audiences watches their ads.
- Comscore automotive Advanced Audiences data, paired with Comscore TV viewing information won over the major agency, and Pursuit won a part of the ad buy.

How Comscore TV Advanced Audiences helps clients win:

Comscore TV provides television buyers and sellers with precise, massive-scale measurement of national and local television programming and advertising—enabling impactful campaign planning, creative execution, audience profiling and content monetization.

Comscore Advanced Audiences™ for TV overlays advanced segments and gives clients a dynamic consumer view beyond age/gender to reach audiences based on their behavior, interests and lifestyles.

Best Practices

- Encourage your buyer to share their target audience above and beyond age/gender.
- Identify what data assets you have access to. Not sure? Work with your data partner!
- Create a relevant narrative with context.
- Use multiple reports and metrics to give a 3-dimensional view of your viewer and network's unique strengths.
- Ensure the agreed upon transactional data is available for posting.

Comscore's currency-grade measurement and Advanced Audiences™ for TV has given us **actionable insights** we are able use to better understand the TV consumption behaviors of viewers. Comscore TV's **versatile and stable data allowed us to prove the value of our audience** which drove us to win part of the ad buy from this major agency.

Scott Boos

CHIEF REVENUE OFFICER

PURSUIT MEDIA



Thank You & Q&A

