

Adalyser[®]

The complete TV Advertising Platform

It's time to think outside the box

Adalyser is an AdTech company founded in 2012. It is a software platform that enables media agencies, advertisers and broadcasters to attribute response to TV advertising activity.

Since launching, Adalyser has worked with over 500 brands and agencies across 11 countries and 3 continents, analysing and optimising over \$4.5bn worth of advertising spend.

The rise in digital advertising platforms is changing the landscape by offering marketers a quick, easy and low-cost route to large scale audiences. Adalyser aim to bring the digital advertising experience to TV with a self-service TV planning and buying platform.

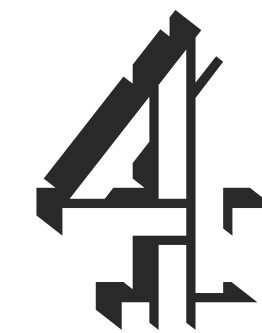
The Adalyser TV Platform allows advertisers to Research, Plan, Buy, Manage, Measure and Optimise their TV advertising in a smart, easy to use web-based SaaS platform.



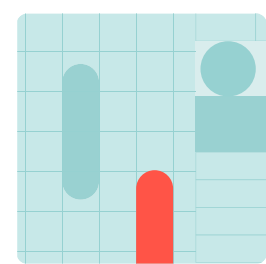
Why build a TV advertising Platform?

The scalability, brand safe environment and quality of broadcaster content has always made TV the gold standard in brand marketing.

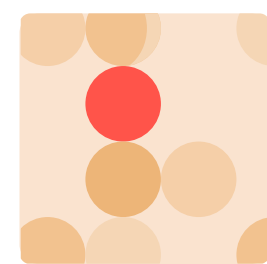
In this digital age, Adalyser believe that brands are demanding more from their TV campaigns, whether that be more agility and automation, the ability to measure and see tangible ROI or more visibility of post campaign data.



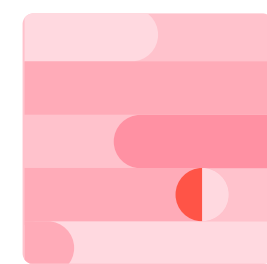
Research



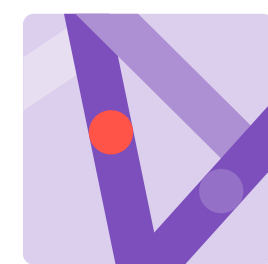
Plan



Measure



Optimise



Manage

Take control of your data and get the full picture

Adalyser's integration with BARB (Broadcasters Audience Research Board) enables users to easily discover the TV viewing patterns of their target audiences and report on competitor activity.

Once advertising is live, Adalyser's attribution model provides instant visibility of what elements of the TV schedule are generating the best results, allowing advertisers to get the most out of every penny spent.



Research

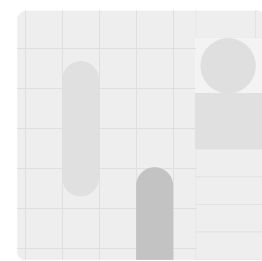
The starting point for any successful campaign is to understand your market, in order to lay down the most efficient and targeted advertising possible. Adalyser's innovative research tool, Brand Analysis, holds research data directly from BARB for any brand that has run TV advertising in the last five years.

The easy-to-use interface gives marketers the opportunity to learn from the success of competitors and other major advertisers and inform your planning process with the facts and figures that matter.

View a product:



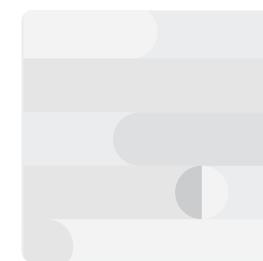
Research



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Manage

Brand analysis

Specify the brands you would like to analyse:

Brand

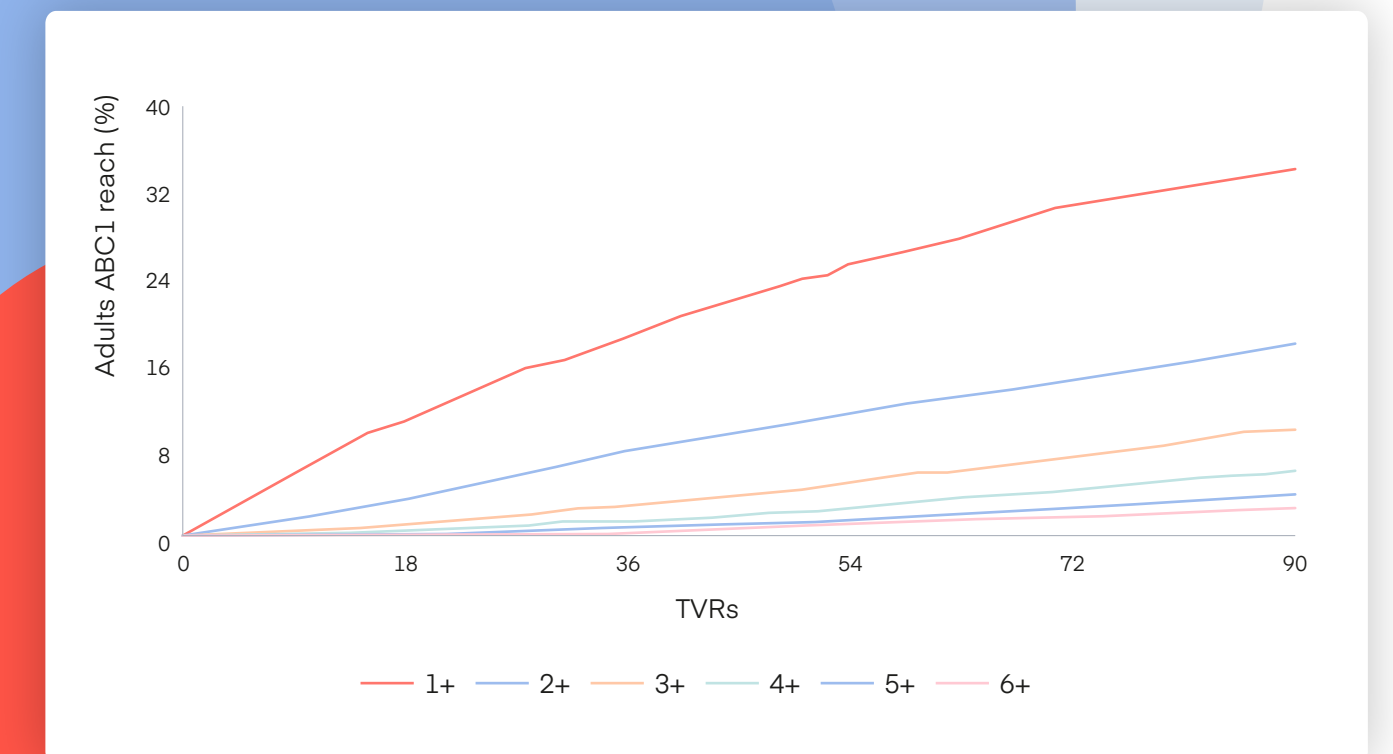
Period

Start End

Target audience

Specify the audience to target:

Target



Plan

With the hundreds of channels now on offer in the UK television marketplace and many audiences still seemingly very hard to reach, the thought of planning a TV advertising campaign from scratch can be a daunting prospect.

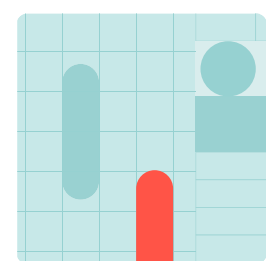
The Adalyser TV planning engine allows brands to easily map their advertising spend and forecast the return on investment.

By simply entering the amount of budget allocated to a specific period and selecting a target audience the engine will lay down the perfect campaign at the click of a button.

View a product:



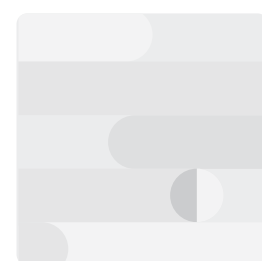
Research



Plan



Measure



Optimise



Manage

Plan TV Campaign

Budget
£250.000

Period of plan
Start: 01/08/2020 End: 31/08/2020

Spends by sales house
Hide zero spends: Yes No

Sales House	Spend (£)
Sky Sales	150k
Channel 4 Sales	75k
ITV Sales	30k
Sky Kids	5k
Media 15	2k
Axiom Media	1k
Turner Sales	1k
ITV Breakfast	1k
Media Icon	1k

Target Audience Selection:
Adults 16-34
All Housepersons
All Men

Measure

As with any form of marketing, it is important to measure success. Adalyser uses a lightweight tracking tag to capture response to TV advertising.

It is simple to deploy and ensures all visits and conversions are easily captured and pulled into the Adalyser TV Platform. Using this data, the platform can analyse and measure which creatives are most responsive, which channels are generating website visits and what days and times work best.

Channel delivery

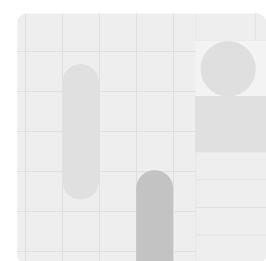
Audit channel delivery percentages

Channel Groups	Target %	Actual %	Residual %
Entertainment	22	21.3	0.7
News	11	12.9	1.9
Movies	9	8.1	0.9
Sports	24	23	1
Lifestyle & Culture	8	10.9	2.9
Documentaries	5	2.5	0.5
Music	16	12	4
Other	5	7.3	2.3
Total	100	100	14.2
Normalised Total	100	100	1.78

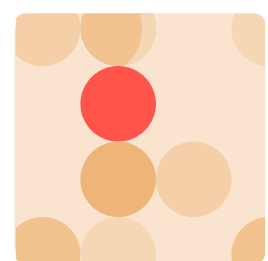
View a product:



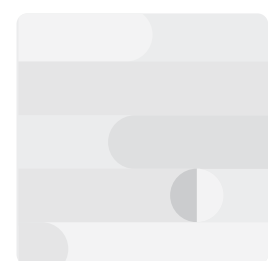
Research



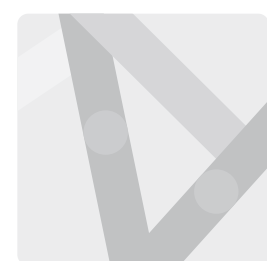
Plan



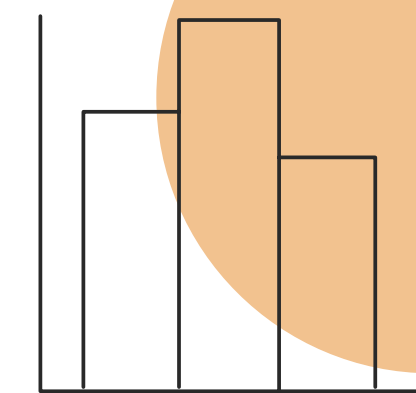
Measure



Optimise



Manage



Optimise

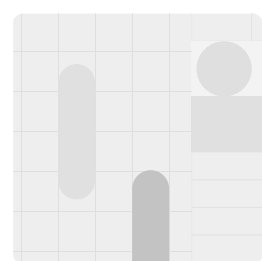
Once the Adalyser platform has all the data and learnings from the campaign, results are displayed in clear, simple to read visual reports, meaning airtime can be optimised and changes can be made quickly and efficiently.

Adalyser's creative programmatic solution will analyse the performance of each creative and make sure the best performing creative is always given priority. Instructions are sent direct to the broadcaster to make sure that campaigns are being optimised around the clock.

View a product:



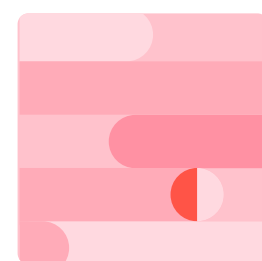
Research



Plan



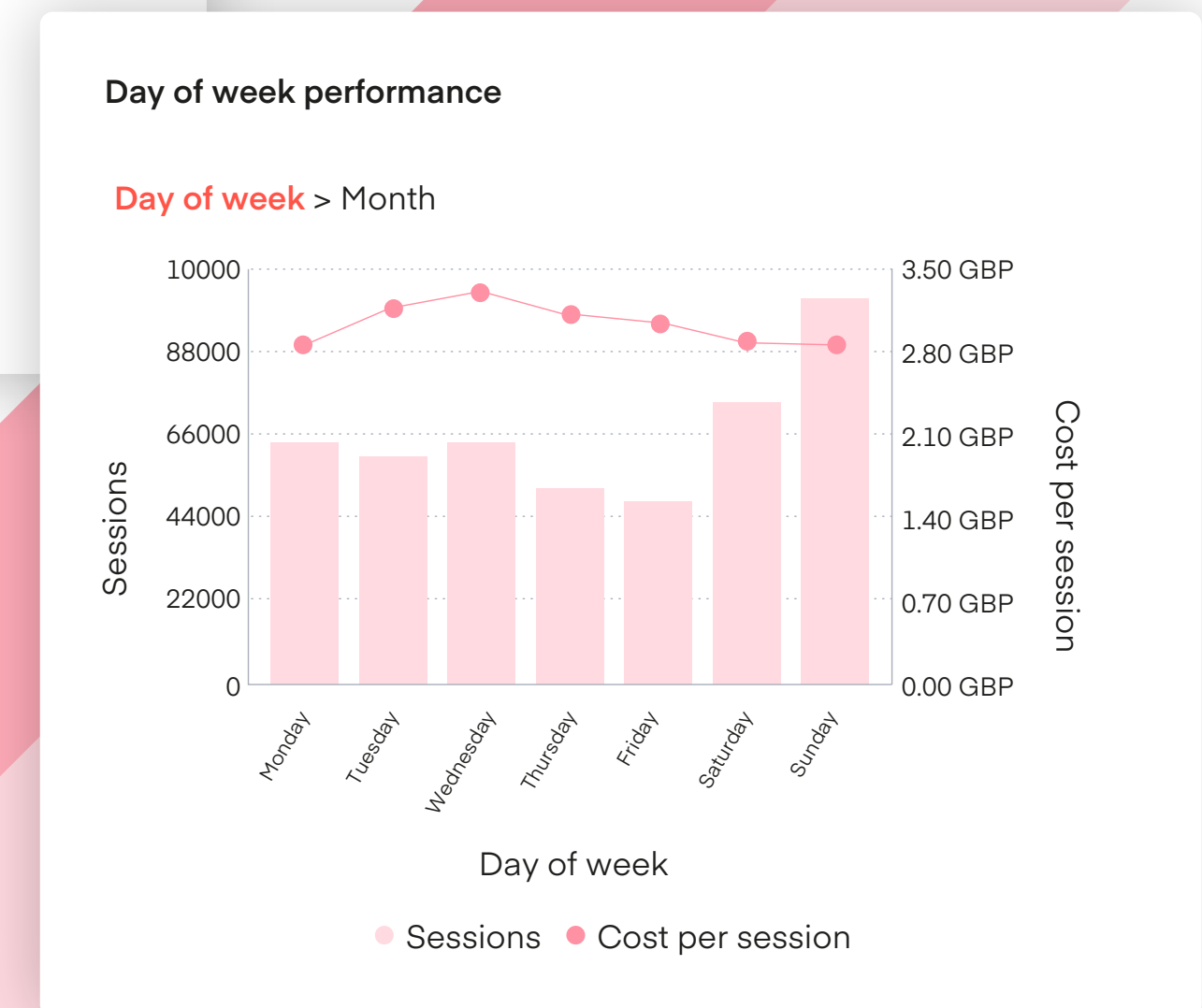
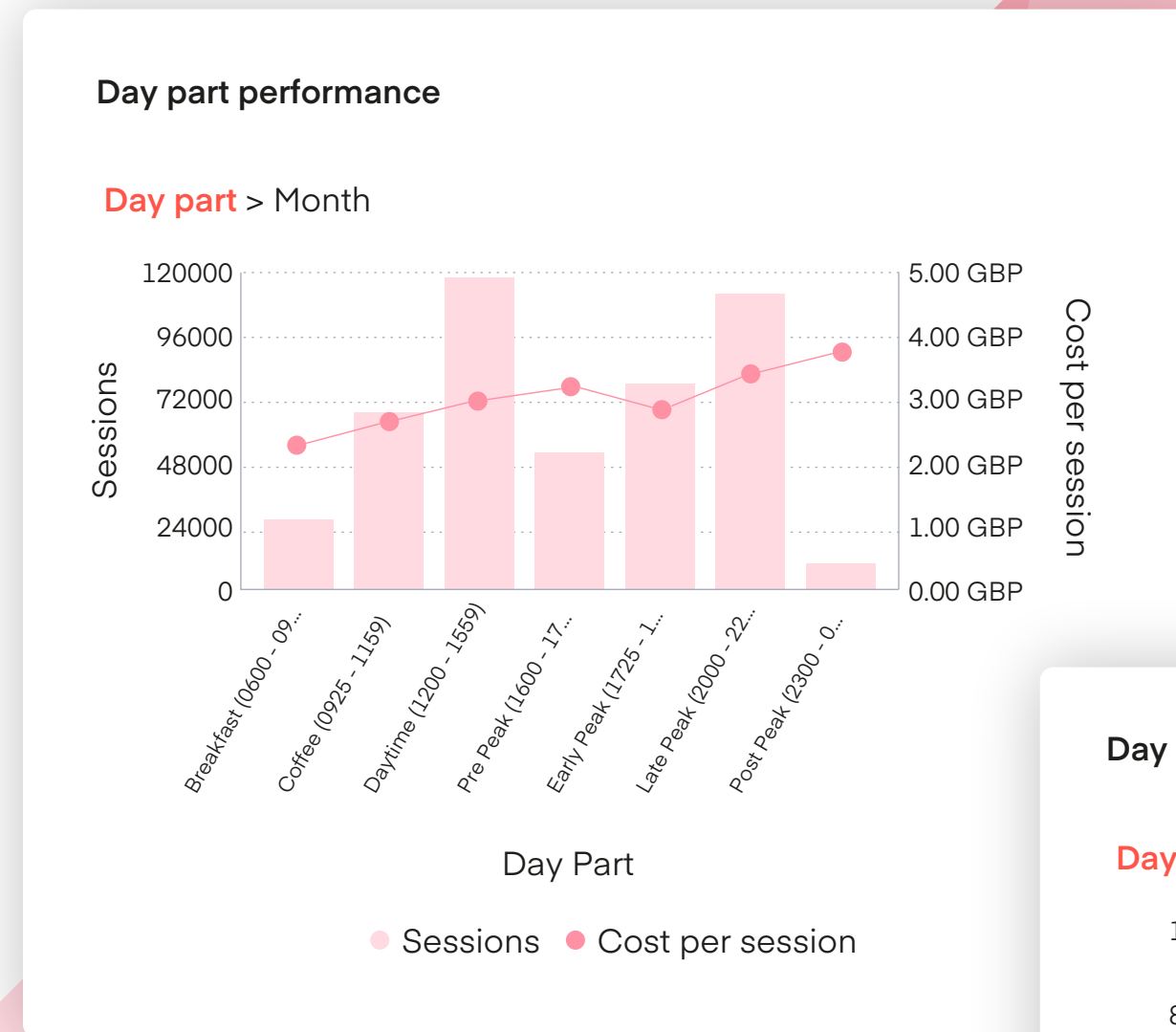
Measure



Optimise



Manage



Manage

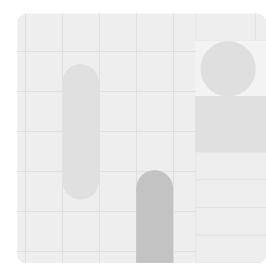
The Adalyser TV Platform will also quietly run daily audits on the airtime as the campaign is live, making sure delivery, flighting and spend targets are being reached.

Alarms can be set up which will alert the end user if any of their important pre agreed quality parameters are missed.

View a product:



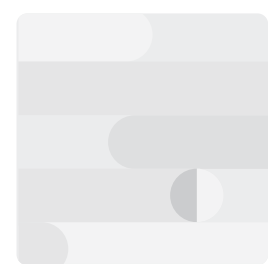
Research



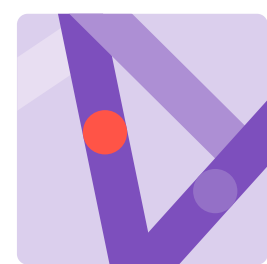
Plan



Measure



Optimise



Manage

Create audit

Brand Centre Break Access

Name Centre Break Access

Description Centre Break Access

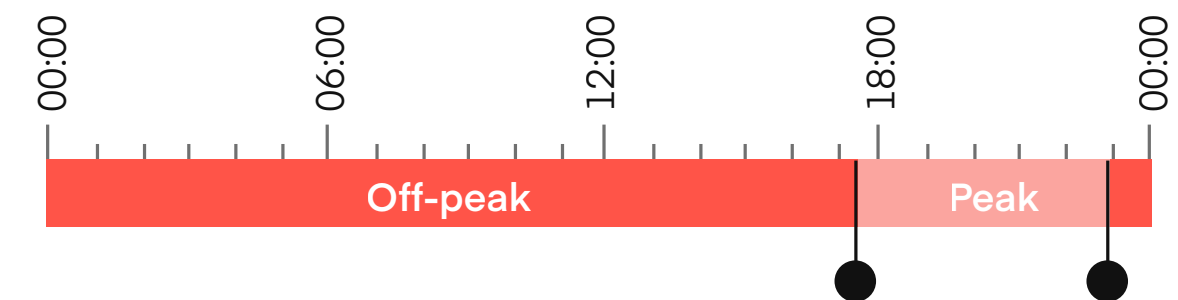
Weight 10

Choose the percentage of impacts that should be in the Centre Break Position. This task's score will be proportional to the distance of the actual percentage to the chosen percentage.

Centre impacts 80%

Task

Configure when the peak and off-peak periods start and end:





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