

AFTERSPOT

Tool for 100% reach of TV AD

Product sheet

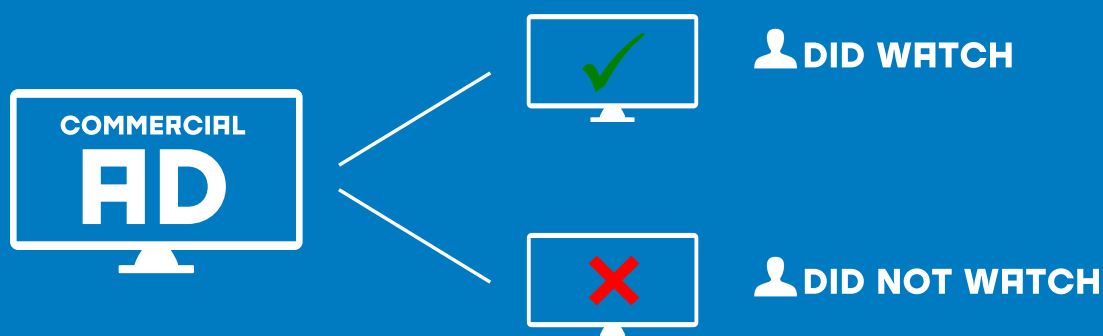
by **hybrid**

What is?

Afterspot

The primary function of Afterspot was created for business and advertising purposes, but it can also be used for programming and marketing purposes. The Afterspot targeting method works on the principle of communication with a TV device which either have watched or have not watched the linear broadcast advert spot or TV show. Based on this connection, Afterspot runs ads accordingly, to the defined objective of the campaign (reach, frequency, etc.) only on unique end TV devices with HbbTV support.

Afterspot is a Hybrid AD's platform's targeting method. The Afterspot advertising technology allows us to serve targeted advertising in the linear broadcast, in the form of a Red Button or to run spot ad in the HbbTV archive via advert system.



Benefits

A whole new perspective on the commercial use of HbbTV technology, which is unique worldwide. With this solution, your campaigns will be more powerful, and you will offer your clients a premium and completely unique service. For example: the Afterspot technology can reach more than 2.2 million viewers in the Czech Republic.

Methods of usage

For business purposes, Afterspot can be used in 4 ways. The first two work with Afterspot as a tool to achieve maximum reach or campaign frequency, where a flag is used to detect whether the TV device has watched or not watched a linear TV ad spot. The red button campaign is then served according to the defined target. Another option is smart content targeting, where the TV device has watched a relevant type of program (e.g. automotive theme; Top Gear series), it targets these campaign devices. The last, but most powerful way of utilization, is replacing TV campaigns in the HbbTV archive video-advertising and thus achieve the established reach of the spot campaign.

Use case #1:

The viewer watches TV regularly but does not see the McDonalds' advertising spot with a limited offer. The customer wants to achieve maximum reach, which is why the TV device that has not watched the spot, is served the ad through the Red Button, matching the advertiser target audience.



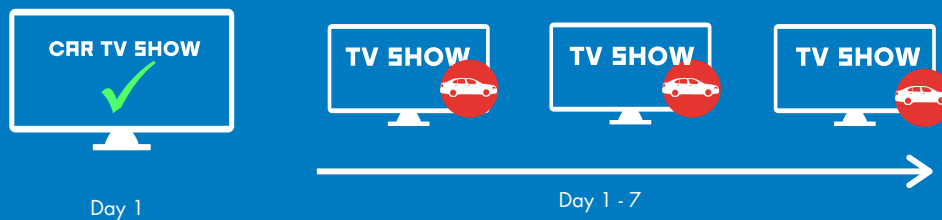
Use case #2:

On the other hand, when the viewer has already seen the advertising spot McDonalds with limited offer, the technology serves commercial Red Button with CTA or extended offer on the McDonalds in subsequent TV shows. This also includes a possibility of clicking through into the application, where the viewer can order/buy/learn more information, etc.



Use case #3:

Customer from the automotive, let's say BMW, segment wants to target his campaign on devices that watch shows with automotive themes. The technology reports TV devices that have watched automotive-themed shows in recent days. During the following week, this technology then launches a switch-in campaign.



Use case #4:

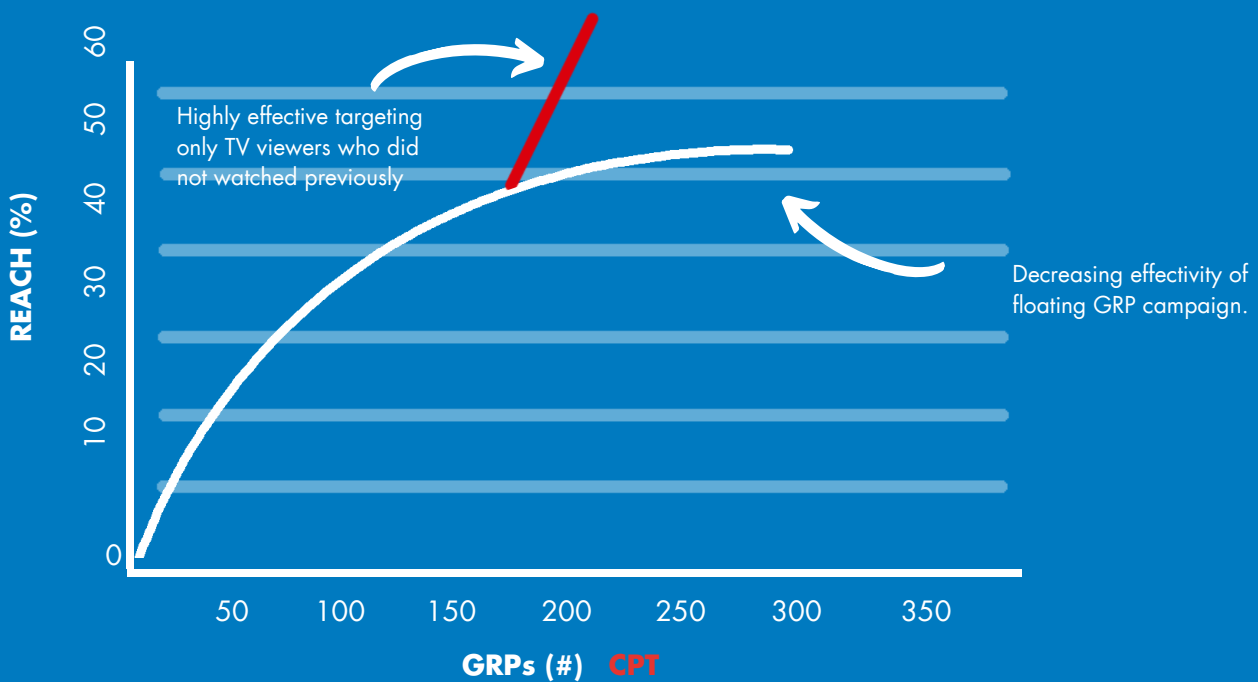
Customer from Home Depot wants to reach all viewers of the TV station with their ads. The total reach of the TV campaign is only at 85%. The Afterspot technology recognizes TV devices that have not watched the ad yet and dynamically serves the spot in the HbbTV environment - the TV VOD archive.

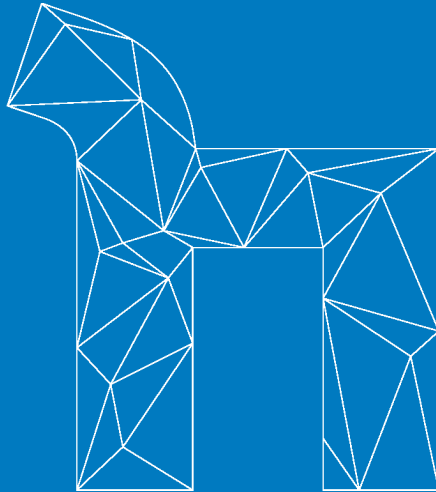


Afterspot's impact on the reach curve

The Afterspot technology and its impact is best illustrated with using a reach curve, which defines the percentage of target group intervention depending on the total volume of the campaign size. The curve can use two values, GRP (TRP) or currency.

The objective of Afterspot in the campaign is to improve the intervention effectiveness on the target group, for which Afterspot uses the method of targeting only specific viewers who have not seen the spot using a linear broadcast. At the same time, this method omits viewers who have already seen the spot. This maximizes audience intervention over the time in a effective way





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