


THE ADDITIVE EFFECT OF TV



DIGITAL IS GOOD. IT'S EVEN BETTER WITH TV.

Adding TV to digital video campaigns is a sure-fire way to grow your advertising ROI.

**TV
INFLUENCES**

34%

of consumer purchases.
That's greater than all other
digital media combined.

TV'S LIFT IS

↑ 7X ↑ 5X ↑
better than paid search better than digital display

TV GIVES DIGITAL A BOOST

86% of consumers took action on a purchase after seeing four TV ads.

40% of them did so by visiting an online store.

CAMPAIGNS SPUTTER WITHOUT TV ADS

Need proof? When one brand removed TV from its campaigns and went digital-only, its ROI on advertising fell by 18%.

Experience the power of TV for your brand.

Add TV to your advertising strategy today.

Contact us at ProgrammaticSales@wideorbit.com