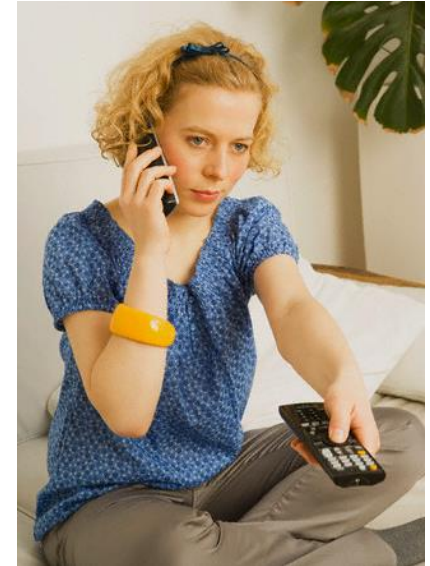
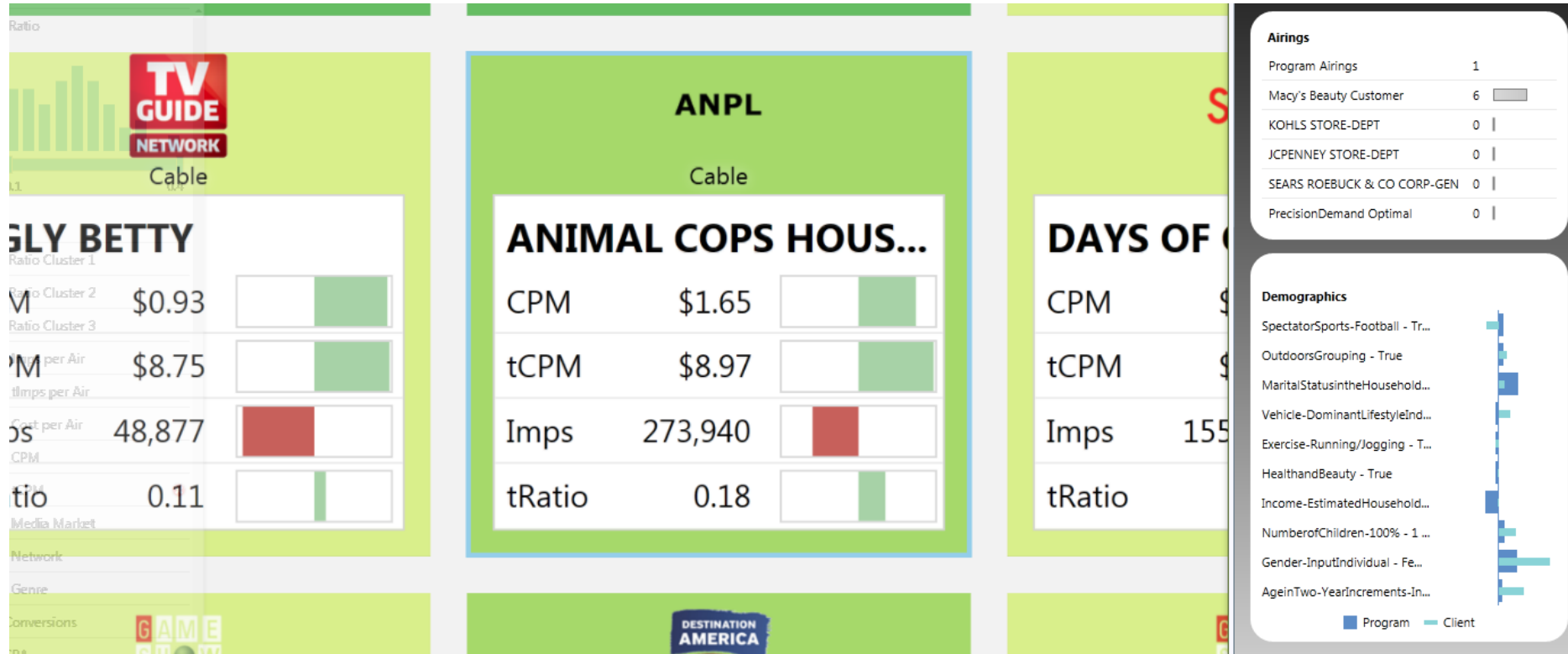


# The Emerging Data-Driven Television Economy

Brendan Kitts, Chief Scientist, Adap.tv



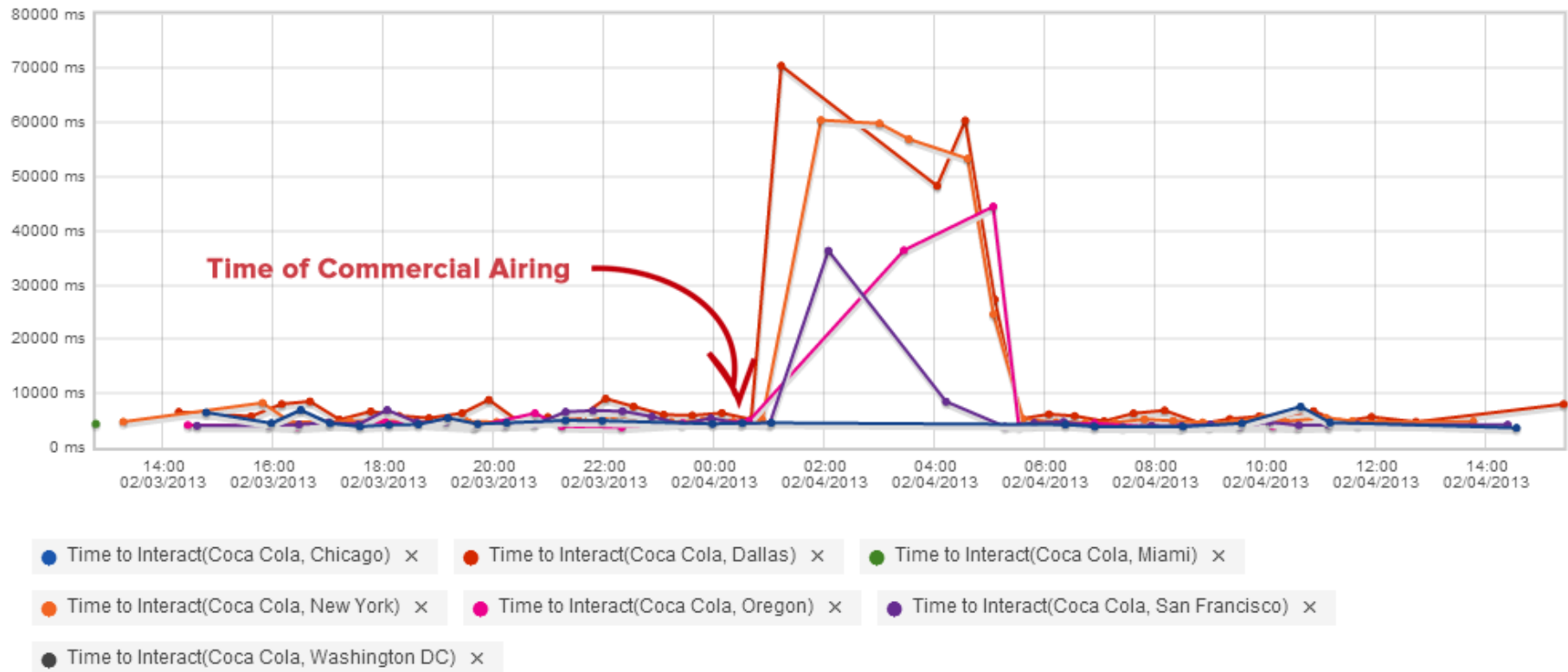
# What are some ways of doing Data-Driven Targeting?



TV is disconnected to sales.. how do we attribute conversions?

# Coke's Page Latency after Super Bowl ad aired

Coke's Page load latency as measured from external third party server



<http://www.yottaa.com/blog/bid/265815/Coke-SodaStream-the-13-Websites-That-Crashed-During-Super-Bowl-2013>

# Coke's landing page

## *The Coca-Cola Company*

This site is undergoing scheduled maintenance.  
Please come back soon!

Este sitio se encuentra bajo mantenimiento.  
Por favor regrese más tarde y disculpe la molestia que esta actividad le haya causado.

Cet site n'est pas disponible pour le moment pour raison de maintenance.  
S'il vous plait, revenez vers le site plus tard. Merci pour votre patience.

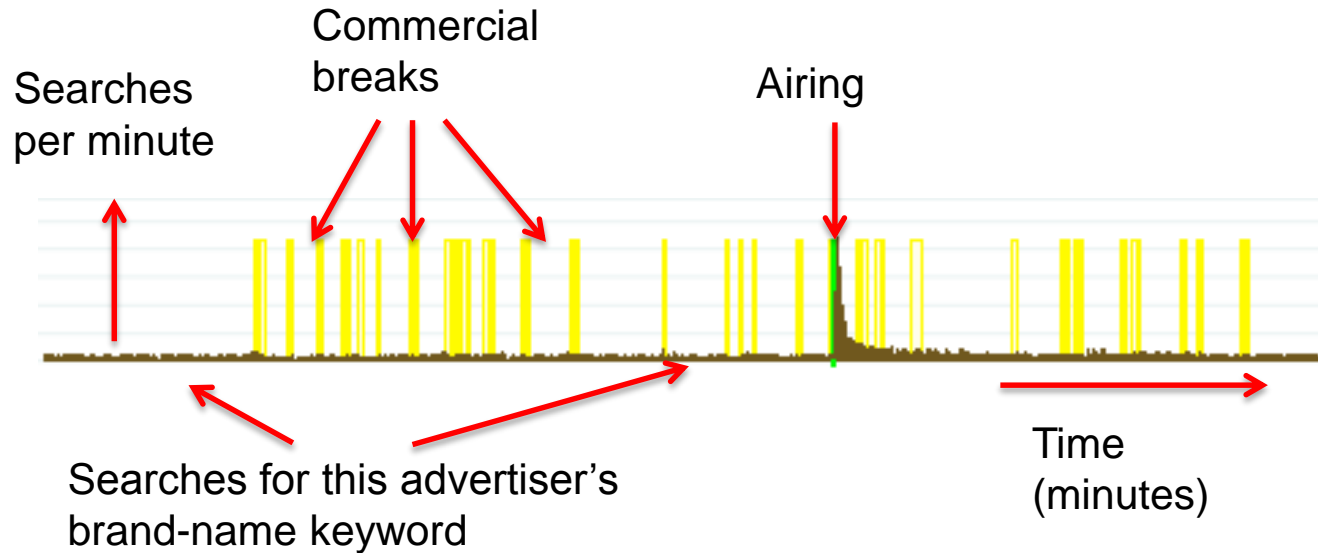
Die Seite wird gerade planmäßig gewartet.  
Bitte versuch es später noch einmal.

Este site está em manutenção programada.  
Por favor volte mais tarde!

# The Twittersphere shows their appreciation!

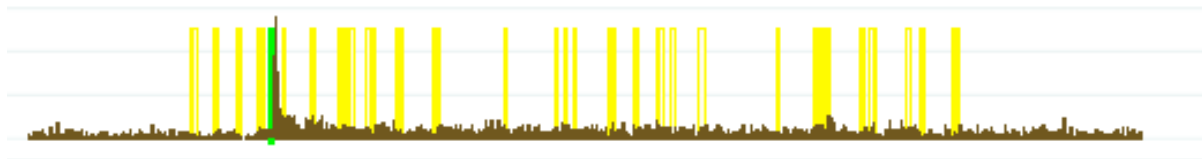


# Super Bowl XLV

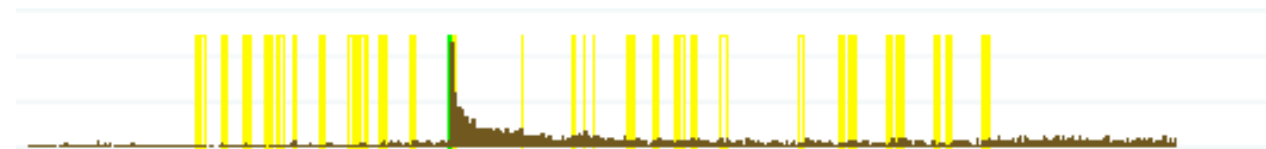


Randall A. Lewis and David H. Reiley, 2013. Down-to-the-Minute Effects of Super Bowl Advertising on Online Search Behavior. 14th ACM Conference on Electronic Commerce, 9, 4, Article 61 (June 2013). DOI:<http://dx.doi.org/10.1145/0000000.0000000>

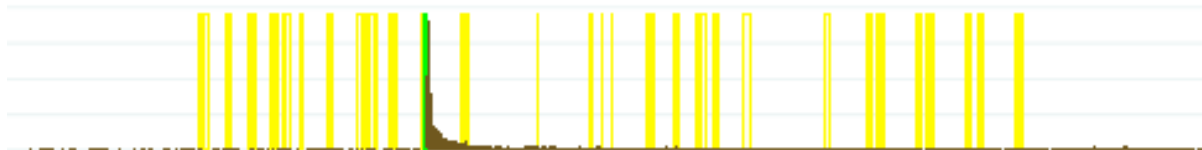
KIA



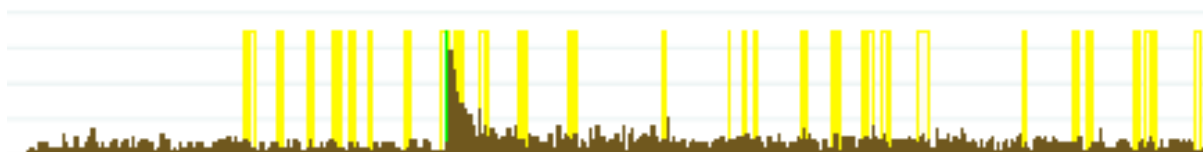
*CAPTAIN AMERICA*



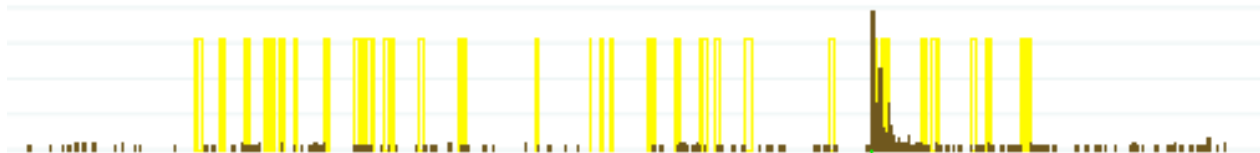
*SUPER 8*



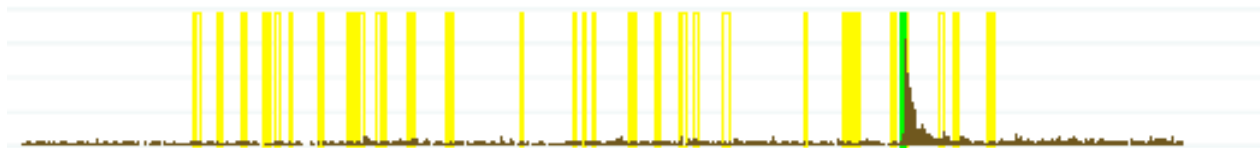
TELEFLORA



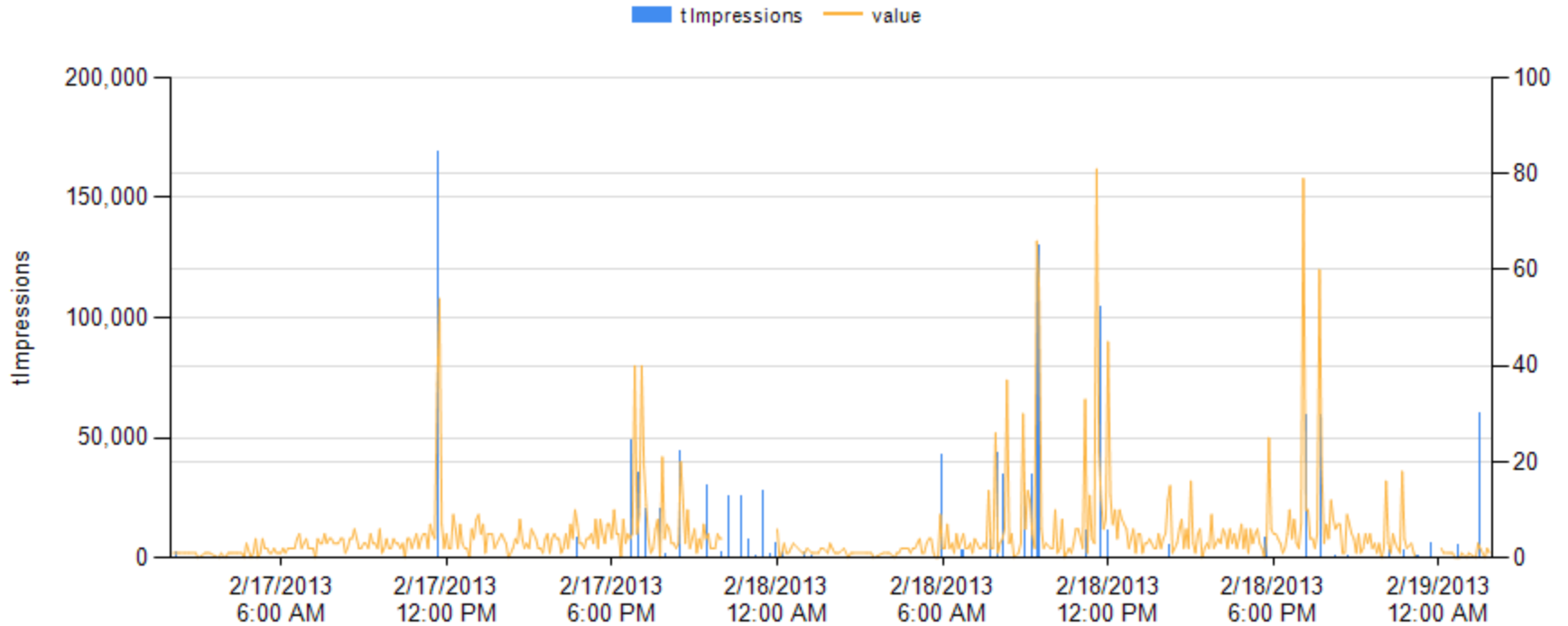
*RANGO*



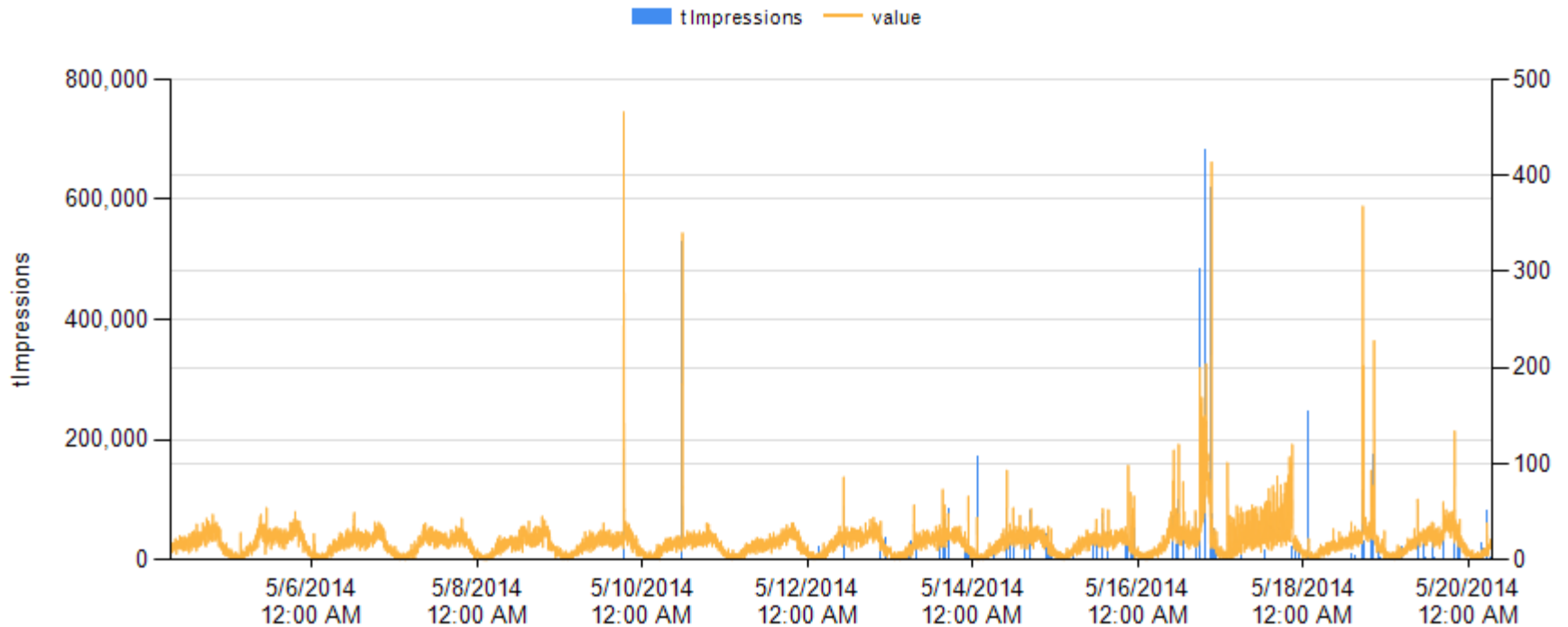
MERCEDES-BENZ



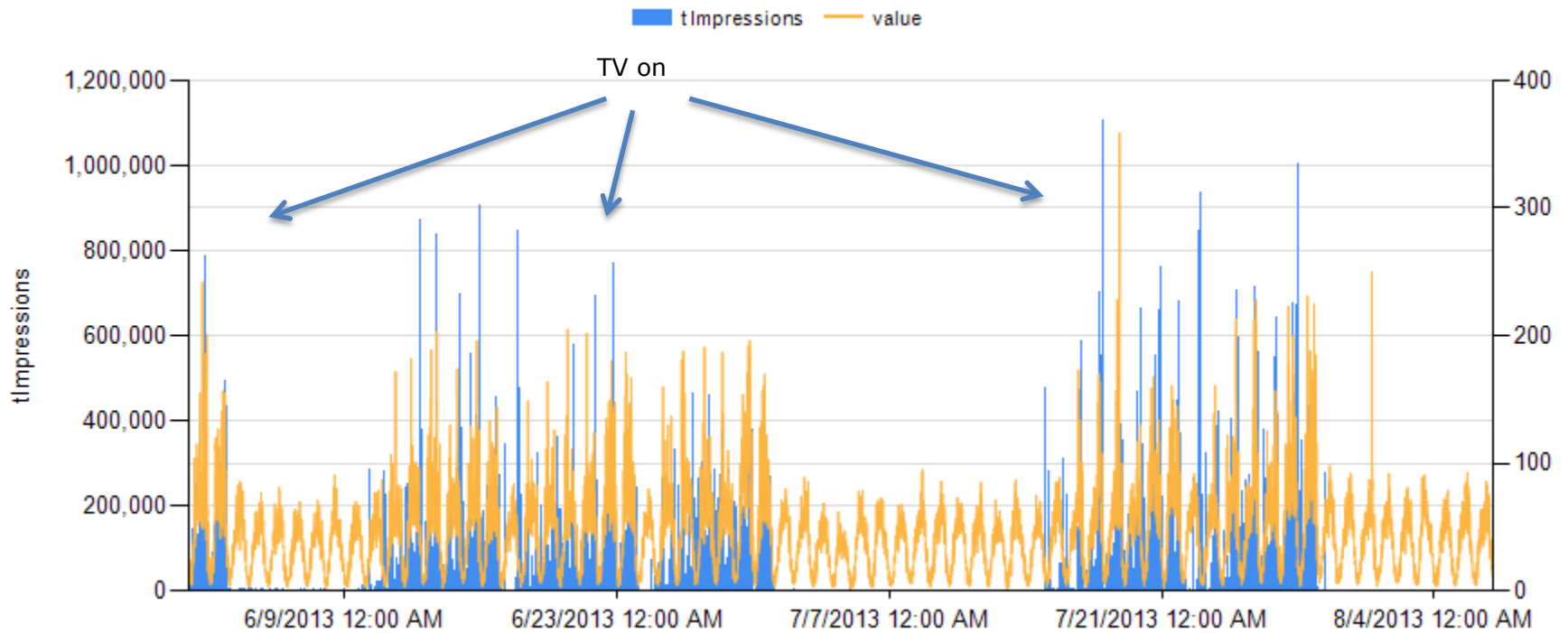




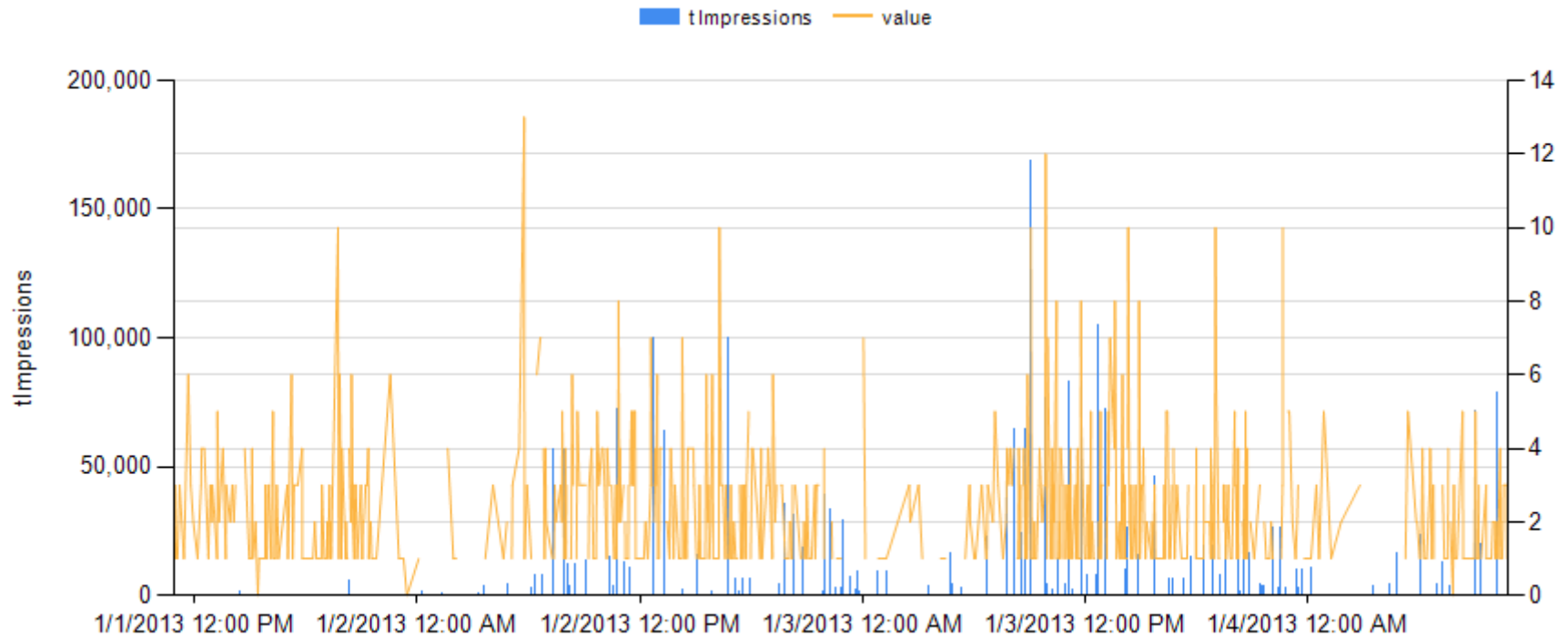
# Jewelry



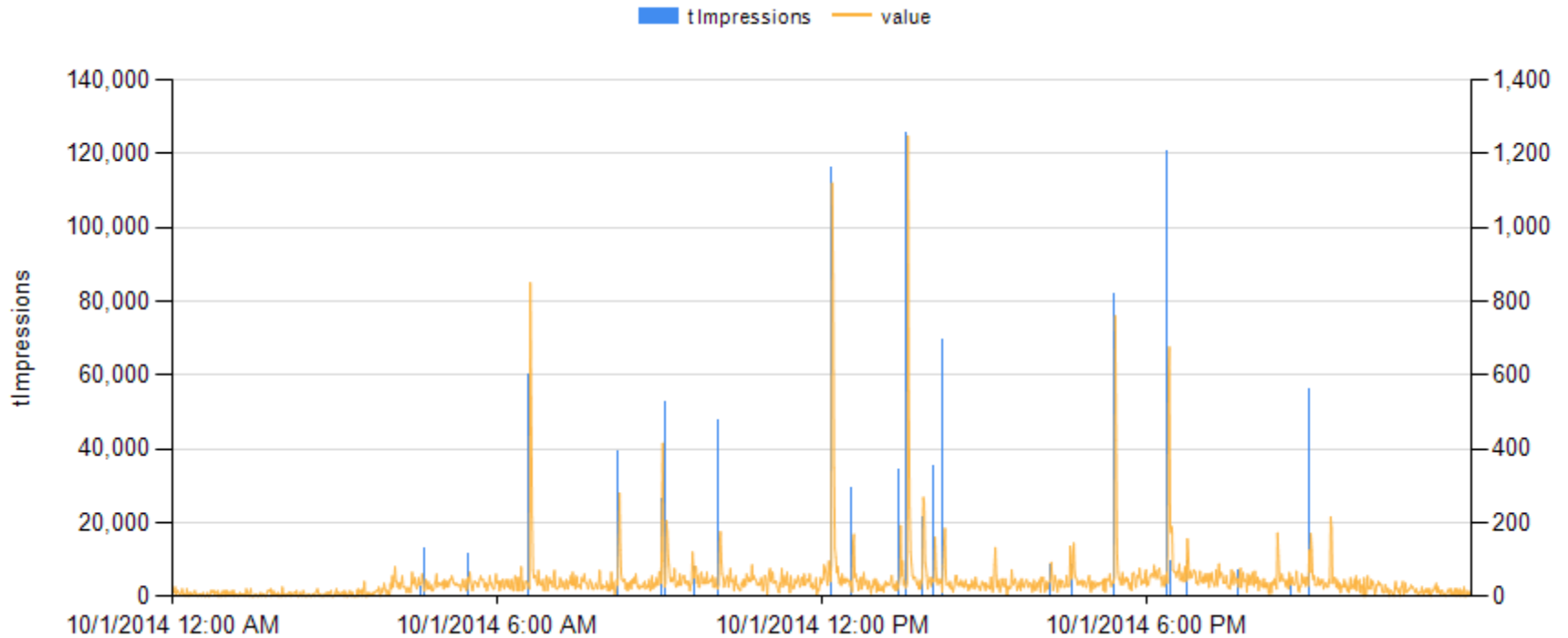
# Brand

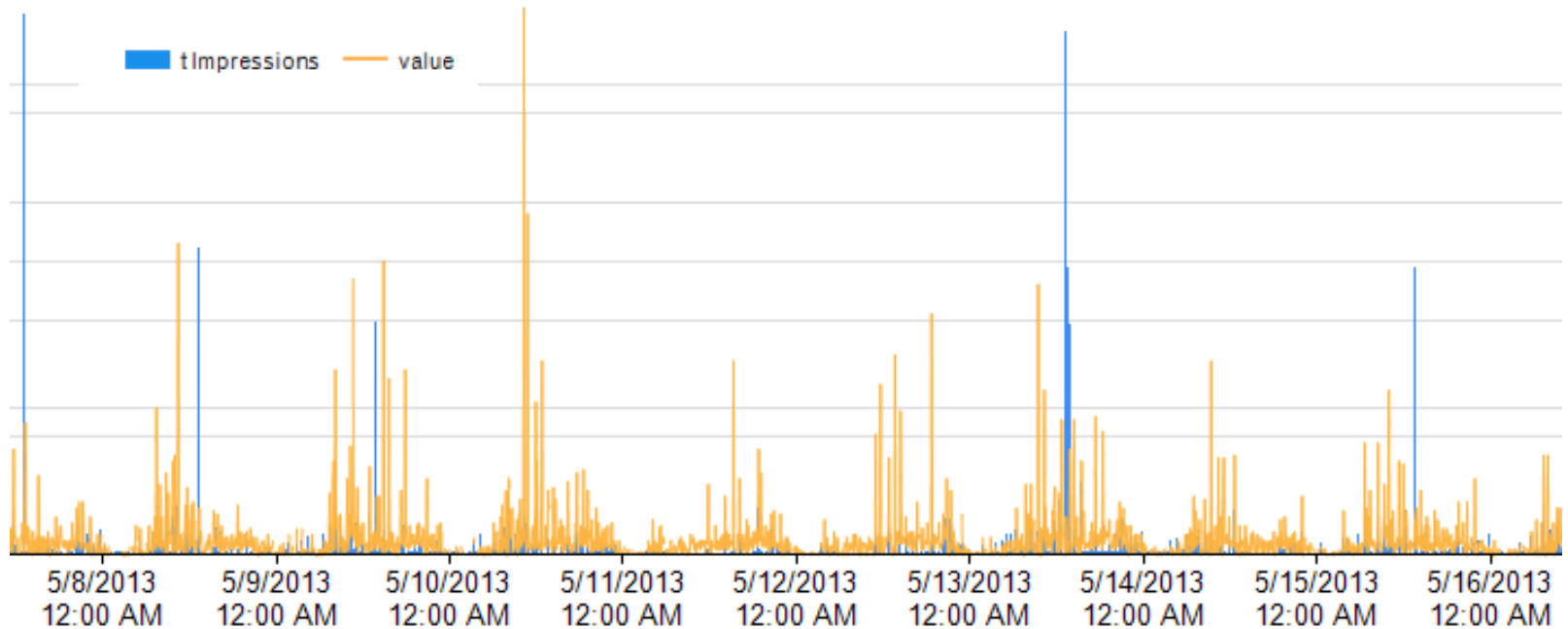


# Lead Gen

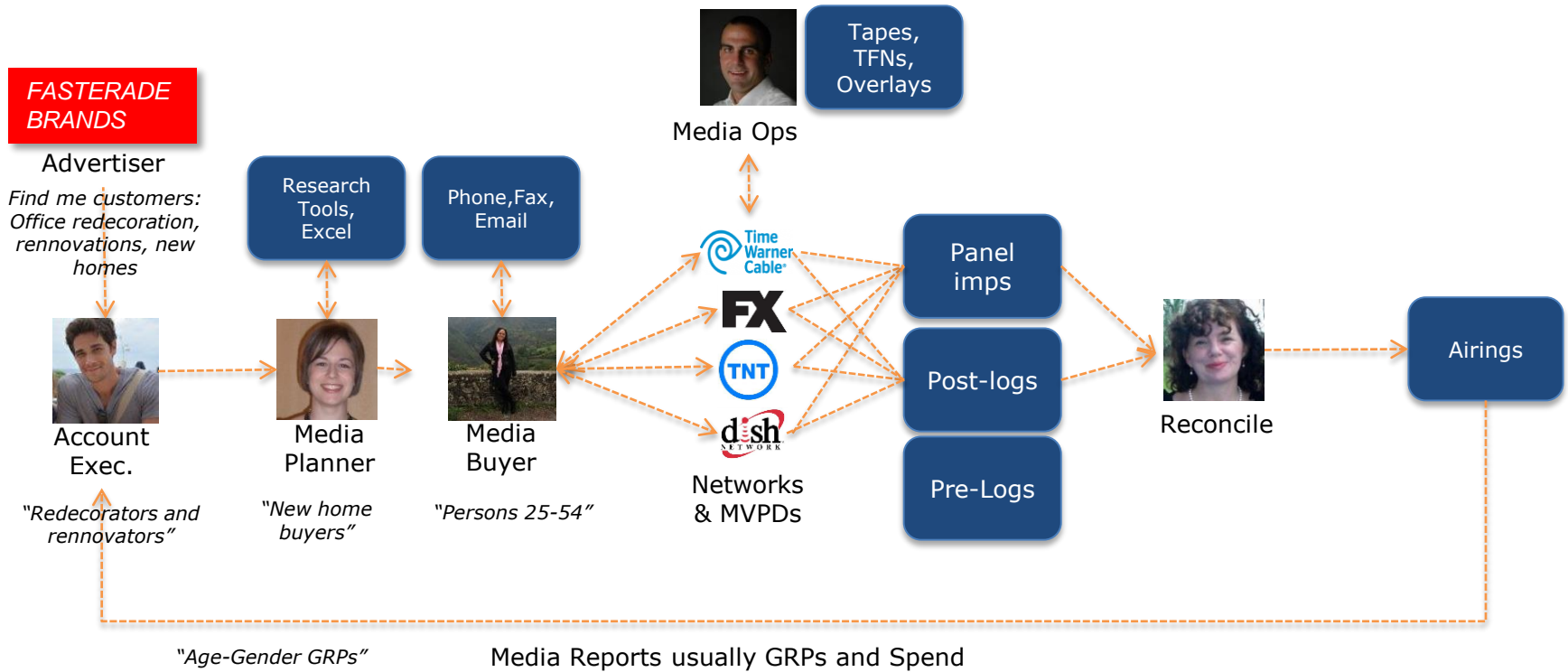


# Apparel

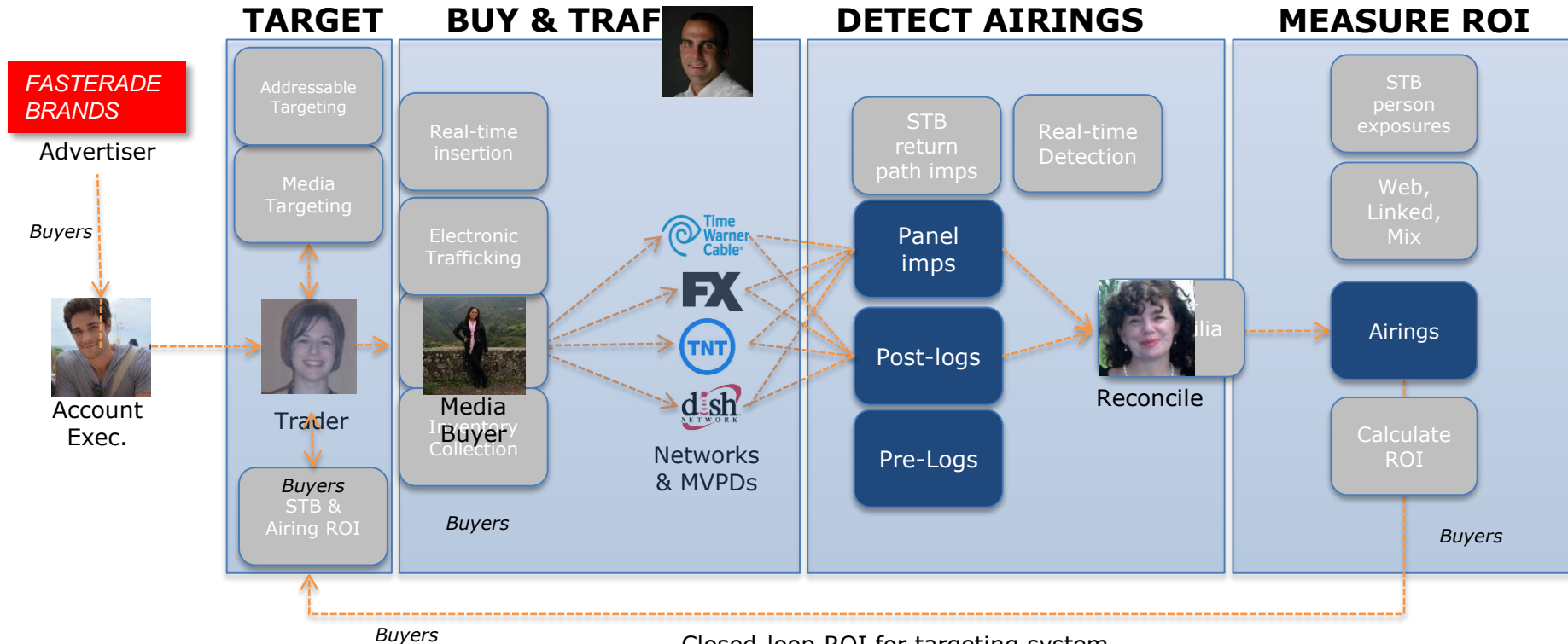




# TV Today



# TV Emerging



Performance Reports measured in **ADVERTISER CURRENCY:**  
**Buyers, Web Responders, and Phone Responders**



# The Emerging Data-Driven Television Economy

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Citations, collaboration, business opportunities please contact me!  
All work is patent pending.