

SOLUTION BRIEF

Intelligent, Real-Time Media Attribution for Radio and TV Broadcasters

Prove and enhance the effectiveness of broadcast advertising to drive customer investment with the Veritone Attribute™ solution

BROADCAST AD ATTRIBUTION IN THE INTERNET AGE

In an information age dominated by the Internet, television and radio broadcasters face medium-centric disadvantages in competing for advertising budgets. Unlike their digital counterparts, they lack the instruments to track online impact from broadcast advertising campaigns with enough precision to quantifiably measure the efficacy of ad placements. This inability to correlate advertisements with online results, a process known as attribution, prevents broadcasters from gathering the evidence needed to demonstrate the value of their broadcast channel for consumer activation to their customers—and to shift advertising budgets away from digital rivals. However, new artificial intelligence (AI) technologies can reveal when and how radio and TV advertising drives consumers' online purchasing activities, providing broadcasters with a powerful attribution tool to prove and grow the impact broadcast advertising has on their customer's business.

This brief lays out how Veritone Attribute, an AI-powered media attribution solution, empowers broadcasters to demonstrate advertising efficacy in near real-time to their advertising customers, elevating broadcast media measurement to new levels of precision so broadcasters may compete with online media channels to claim advertising budgets.

TODAY'S CHALLENGES

Attribution is a widespread challenge. When considering attribution, a recent survey of marketing professionals identified optimization of marketing program spend across multiple media channels as their top concern, as contemporary technology to date has restricted their ability to carry out attribution properly.¹

Attribution is particularly troublesome in the broadcast realm. At times, TV and radio networks are unable to substantiate whether an advertisement was trafficked. Even broadcasters that are more effective at managing media clearance often are relegated to manual review workflows to track increasingly popular native advertisements and organic mentions that are not reflected in programming logs, requiring enormous investments in time and human labor to review broadcasts and pinpoint ad delivery.

This lack of comprehensive tracking makes it difficult to determine the effectiveness of advertising. When directing audiences to online destinations, broadcast campaigns often prompt consumers to enter promotion codes at checkout as a tracking mechanism for campaign activation, but often provide incomplete attribution data when consumers fail to enter promo codes or delay purchase.

Lacking precise data about ad appearances and a system for tracking responses to online calls-to-action, advertisers are left with insufficient broadcast attribution data. As a result of this insufficient data, it is difficult for broadcasters to demonstrate the value of advertising campaigns during contract negotiations when attempting to sustain, let alone increase the ad spend of their customers.

Contemporary technology to date has restricted (marketing professionals') ability to carry out attribution properly.

SOLUTION

Accelerating ad verification and enabling media attribution with AI

The introduction of AI-based services into traditional media attribution workflows has become a game-changer. AI can augment human capabilities by reviewing content and extracting key insights, such as the difference between an ad and in-program chatter, faster and more consistently than manual operations. Using AI, sales operation teams can validate ad delivery within programming for both pre-recorded and native advertising types systematically, accelerating their reporting workflows.

For broadcast audio content, this detection is accomplished through AI transcription and audio fingerprinting capabilities, enabling broadcasters to employ new techniques like listening for keywords in the recording, such as a sponsor's name, or for an exact audio clip that matches the advertisement creative.

For TV broadcasters' video-based content, AI employs technology that watches the programming to locate a product or brand placed visually as part of a sponsor's campaign. This includes capabilities such as logo, object and face recognition as well as optical character recognition (OCR) which can read text found on the screen. These tools have proven to be extremely beneficial, picking up the logo or object, pulling related text from video frames or recognizing specific actors.

Furthermore, AI-based audio and ad fingerprinting can help broadcasters identify audio or creative signatures across multiple media file types and assist with the categorization of ads, classifying them as native spots or pre-produced campaigns.

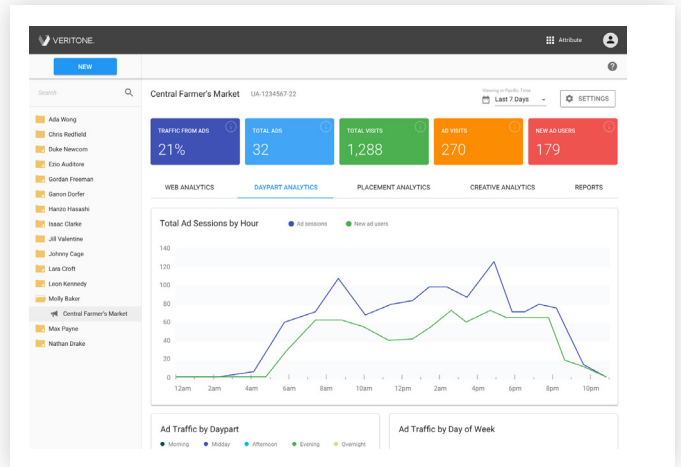
The faster review and ad detection capabilities of AI augment manual workflows, reducing cost and improving the overall efficacy of operations. Moreover, these enhanced capabilities empower sales teams with the exhaustive ad verification data required to correlate against web analytics for accurate campaign optimization and ad efficacy reporting within their broadcasts.

How It Works:

Harnessing AI to optimize and communicate the impact of broadcast advertising

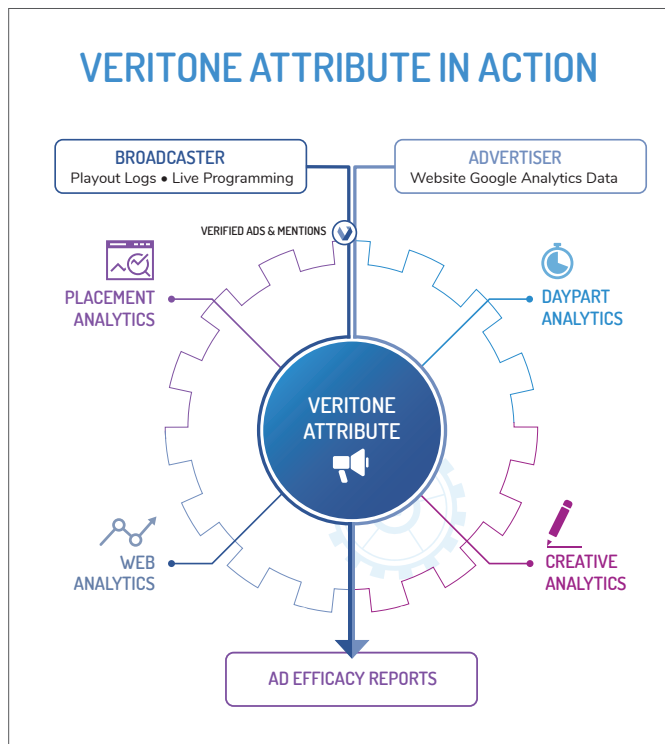
A new solution tailored for broadcasters allows sales representatives to minimize manual ad verification processes and quickly assess, optimize and communicate the impact of their advertisers' campaigns. This is accomplished through the use of AI technology to automatically identify pre-recorded ads, live reads and organic mentions in playout logs and live broadcast programming supported by a robust media attribution analytics dashboard.

Veritone Attribute enables broadcasters to quickly compare ad delivery and mentions to an advertiser's website analytics, establishing a path to broadcast media attribution for website traffic and purchases. Sales representatives can monitor an individual customer's attribution analytics in a near real-time dashboard of top level summary metrics as well as detailed web, daypart, placement and creative analytics. This level of analysis allows sales teams to empirically demonstrate ROI and optimize campaigns through multivariate testing for greater effectiveness in activating their advertisers' desired target audiences.



Additionally, data-driven dashboards can be shared with clients with minimal preparation in the form of auto-generated, branded PDF and interactive PowerPoint reports.

The solution enables broadcast sales and campaign managers to track near real-time analytics for not one but all advertisers they manage in their portfolio, while making the onboarding process quick and easy for their advertisers. For each advertiser, the campaign manager is guided through a simple, three-step new advertiser setup entailing the advertiser's details, selecting the appropriate ad types by member station or channel, and inviting the advertiser to connect their Google Analytics account to Veritone Attribute via an automated email workflow. Broadcasters have the option to configure the ad types analyzed for each advertiser between pre-recorded spots, live reads and organic mentions tracked with intelligent watchlists triggered by keyword, audio and ad fingerprints, logos, objects and faces detected in live broadcast programming. With permission from the advertiser, Veritone Attribute is given limited, read and analyze access only for the Google Analytics account property and view they choose. Once the onboarding process is complete and Google Analytics connected, the new advertiser's attribution analytics dashboard populates in seconds to minutes to quick start campaign optimization and attribution reporting on an advertiser by advertiser basis.



CONTACT US TODAY INFO@VERITONE.COM

Learn how Veritone can provide you further attribution insights to help accelerate client advertising revenue for your organization.

KEY BENEFITS:

- ◉ **Systematic ad verification**
Automatically verify pre-recorded spots with playout log and audio fingerprint monitoring as well as live reads through natural language processing (NLP)-driven watchlists in near real-time
- ◉ **Prove ad efficacy**
Measure online response to customer advertising campaigns with intelligent correlation of the advertiser's Google Analytics website data and broadcaster playout logs
- ◉ **Measure organic response**
Create watchlists to automatically monitor broadcasts for organic customer brand or product mentions, then measure their impact
- ◉ **Simple customer reporting**
Programmatically develop customer radio attribution reports with a near real-time advertising analytics dashboard organizable by advertiser or campaign view
- ◉ **Optimize ad placement**
Leverage programmatic campaign response data to empower customers to perform multivariate tests, optimizing creative, messaging, placement, duration and daypart to drive greater customer ROI

¹<https://blog.adroll.com/trends/infographic-9-stats-you-should-know-from-2017s-attribution-report>

About Veritone

Veritone (Nasdaq: VERI) is a leading provider of artificial intelligence (AI) technology and solutions. The company's proprietary operating system, aiWARE™, orchestrates an expanding ecosystem of machine learning models to transform audio, video and other data sources into actionable intelligence. aiWARE can be deployed in a number of environments and configurations to meet customers' needs. Its open architecture enables customers in the media and entertainment, legal and compliance, and government sectors to easily deploy applications that leverage the power of AI to dramatically improve operational efficiency and effectiveness. Veritone is headquartered in Costa Mesa, California with over 300 employees, and has offices in Denver, London, New York, San Diego, and Seattle. To learn more, visit Veritone.com.

© 2019 Veritone, Inc.

No portion of this material may be reproduced, reused, or otherwise distributed in any form without prior written consent. Content reproduced or redistributed with Veritone, Inc. permission must display Veritone, Inc. legal notices and attributions of authorship. The information contained herein is from sources considered reliable, but its accuracy and completeness are not warranted, nor are the opinions and analyses that are based upon it, and to the extent permitted by law, Veritone, Inc. shall not be liable for any errors or omissions or any loss, damage, or expense incurred by reliance on information or any statement contained herein. In particular, please note that no representation or warranty is given as to the achievement or reasonableness of, and no reliance should be placed on, any projections, forecasts, estimates, or assumptions, and, due to various risks and uncertainties, actual events and results may differ materially from forecasts and statements of belief noted herein. This material is not to be construed as legal or financial advice, and use of or reliance on any information in this publication is entirely at user's own risk. Veritone and the Veritone logo are trademarks of Veritone, Inc. All other trademarks and trade names are the property of their respective owners.

9421_MED_Attribute Solution Brief_Q119