

IS YOUR TV CAMPAIGN FISHING WHERE THE FISH ARE?

*If you're a TV advertiser who wants more from your investment, you've come to the right ad.
Read on to discover some secret nuggets you'll want to keep.*

THE DISCONNECT BETWEEN TV IMPRESSION AND RETAIL PRODUCT DISTRIBUTION is this. National TV ads go everywhere, but your products don't. How does this affect you? Let's say your brands are sold at stores across the US, and you advertise on network and national cable TV, spending \$100 million a year.

Your average CPM is \$10. Your 10 billion annual TV ad impressions are received in up to 96% of all households – many of them not within reach of your retailers. But you accept the wastage because of the “efficiency” of buying national TV impressions in bulk, right?

Also wasteful is the fact that not all households, and not all stores, are of equal value to you. You can't target TV buys by household on a national scale. But now, with ZIPTECH's help, you *can* target a national TV buy *around your most productive stores*.

The Biggest Fish Live In Small Ponds. A Walmart Example.

Walmart accounts for more than 10% of *all* retail sales in the US. They sell over 50% of all groceries, and much more than that in many other categories. So let's say half your sales are coming from the roughly 3,900 Walmarts, and the rest from 39,000 other retail doors. On average, each Walmart is worth 10 times more to you than any other store (a typical ratio).

But not all Walmarts are equal. The Pareto Principle (“80/20” rule) lives there too. Using Walmart Retail Link® data, a quintile analysis will tell you how much the top 20% stores contribute

to your total Walmart sales. A common answer may be around 50%.

Let's recap. 50% of all your sales come from Walmart. And 50% of those sales come from 20% of their stores. Those 780 scattered stores – whose store numbers and ZIP codes you now know – contribute 25% of your *total* business.

ZIPTECH's unique Media Buying System works with ZIP codes to deliver cable TV where it matters, enabling TV optimization. Example: add more cable TV frequency, so viewers who live far from your best stores see a limited number of your ads; those nearby see many more, on the same channels.

*“We got a 24% increase in sales just by
realigning some of our existing TV budget.”*
– ZIPTECH client

ZIPTECH can match your TV buy to 50,000 store locations across the US, from mass merchandisers to pharmacy. Or, we can help you do a ZIP-code specific campaign. (Example: dial up – or down – franchisee support based on results.)

Bonus: we deliver our campaigns at CPM's equivalent to national TV. So readjusting your existing budget can work wonders. It's easy to test. We happily work with media agencies, providing buys to sync with the rest of clients' media plans. ■

**But there's a limited amount of TV ad inventory around each store.
So call ZIPTECH at 855-947-8324 now, or email us at
info@ziptechmedia.com.**



~ TARGET YOUR CUSTOMERS ~