



Comscore and Impressions-Based Buying – Parallel Decisions that Improve Campaign Accuracy and Effectiveness

Overview:

At Spectrum Reach, we are committed to delivering the best solutions to advertisers. That's why Comscore is our preferred measurement partner and impressions are our preferred currency. By using Comscore's advanced measurement, advertisers gain accurate insights and run more effective ad campaigns.

Use Case: Pinnacle Advertising's Success with Comscore and Impressions-Based Measurement

Like many Spectrum Reach advertisers, Pinnacle Advertising's experience with fragmentation across screens, plus the convergence of both digital and linear, required a measurement solution that would unify audiences across platforms.

According to Regional Strategy Director, Pinnacle Advertising and Marketing Group Kevin Micklo, "We know that no measurement is perfect, but our frustration had peaked with the traditional panel-based measurements, driving Pinnacle to make the switch from ratings points to impressions with Comscore as the provider."

Challenges Addressed:

Measurement Accuracy: Comscore's electronic data collection offers more reliable results than traditional panel-based approaches and eliminates biases.

“With traditional panel-based measurement, you can have three thousand homes in a market providing data. With Comscore, it can be thirty thousand or 10X the traditional sample. That's a humongous difference in sample size that directly impacts the accuracy of reporting.” – Kevin Micklo

Currency Transition: Impressions-based buying adapts to today's multiscreen viewers and media buyers, while integrating additional data sources for better decision-making.

“The traditional panel-based measurement provider also made unifying impressions difficult. We had to do extra work on estimating and converting ratings to impressions.” – Kevin Micklo

Pinnacle's Regional Director of Media Buying Melanie Vogler agreed, “We needed more granular audience measurement capabilities included in standard reporting, like auto intenders and the ability to integrate S&P Global auto registration data for a small fee.”



Outcome: Comscore Delivered Greater Accuracy

Pinnacle Advertising enjoyed three significant benefits:

1.

Precise Targeting: By enabling Comscore's data, Pinnacle reached the right customers, based on detailed consumer behavior.

“Using Comscore data directionally for targeting has helped us tap into higher concentrations of the right audience.” – Melanie Vogler

2.

Enhanced Audience Reporting Tools: Pinnacle gained access to enhanced tools that improved planning and buying decisions.

“There are a lot of additional tools that were made available to us, in terms of the transition to impressions, that were included in our Comscore agreement that improve planning and buying decision-making for more accurate results. We can view every market throughout the country and nationally down to what is in the garage or what they're looking to buy.” – Kevin Micklo

3.

Effective Aggregation of Impressions: Comscore unified impressions across media platforms, resulting in better campaign performance.

“While every impression can be very different, the opportunity to aggregate impressions across media platforms in a similar way is essential today.” – Kevin Micklo

Spectrum Reach: The Right Partner

Pinnacle achieved precision and effectiveness in their advertising using Comscore and Spectrum Reach.

“Spectrum Reach has been a strong partner in this transition from TRPs to impressions. The Spectrum Reach AudienceTrak dashboard is a great tool for clients and provides unified reporting of impressions across set-top box and Streaming TV platforms and allows users to switch from market to market.”



Kevin Micklo
Regional Strategy Director
Pinnacle Advertising & Marketing Group



Melanie Vogler
Regional Director, Media Buying
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Gain deeper insights, target the right audiences, and achieve more impactful ad campaigns. Get started with Comscore and Spectrum Reach and elevate your advertising success.