

How do your TV ads move social media conversations?



“Bluefin Labs is filling measurement and data gaps that exist between television networks and advertisers. As marketers seek to connect social media to paid TV media, Bluefin Labs provides an ideal solution.”

Rishad Tobaccowala
Chief Strategy & Innovation
Officer, VivaKi

Signals Brand Edition

- ✓ Easy-to-use web interface
- ✓ SaaS model – no software installation
- ✓ Pre-configured or customized brand & lifestyle audience segments

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A new mainstream consumer behavior has emerged: social TV. People Tweet and post on Facebook while they watch shows and ads on TV. The proliferation of this cross-channel engagement has created new opportunities and challenges for advertisers looking to extend their messaging from offline to online.

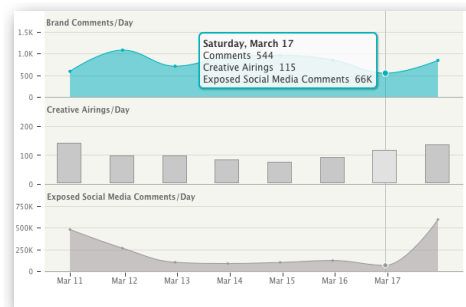
With **Signals Brand Edition**, advertisers can for the first time measure and analyze social media performance of TV ad campaigns at scale. Get answers to questions such as “how can I optimize my TV ad campaign to drive social media conversation about my brand” or “how can I reach my social media audience via my TV campaign?”

Bluefin solutions for brands

Armed with insights at the intersection of TV and social media, advertisers have a new way to measure the success of their TV campaigns.

Social media performance of TV ads and integrations

- ▶ Measure your TV ads' impact on brand conversation and benchmark against competitors.
- ▶ Discover the Twitter and Facebook users exposed to your TV ads. Use these findings to inform future TV media planning and buying decisions.
- ▶ Track product integrations and determine which shows and content offer the ideal environment for your brand.



Realtime situational awareness

- ▶ Overnight tracking of U.S. national TV ads. Monitor and reconcile the placement of your ads and gain insights into your competitors' TV media strategies.
- ▶ Use Bluefin's pre-configured brands to tap into consumer conversations about your brand and TV ads.
- ▶ With Bluefin's U.S. TV network library, learn which networks and shows are optimal locations for your TV ads.

TV Creatives	Select All	Select None	Showing page 1 of 3		
Creative	Exposed Advs./Day	Total Exposed Advs.	Airings/Day	Total Airings	Include
Best Buy_2011-10-25_1	21K	630K	3.23	97	<input checked="" type="checkbox"/>
Best Buy_2012-02-23	22K	675K	10.67	320	<input checked="" type="checkbox"/>
Best Buy_2012-02-23_1	1.2K	37K	2.53	76	<input checked="" type="checkbox"/>
Best Buy_2012-02-22	75K	2.2M	21.00	630	<input checked="" type="checkbox"/>

Optimize TV media

- ▶ Combine the predictive intelligence of Bluefin's data with customized audiences to find the best shows, networks, and dayparts for your TV ads and integrations.
- ▶ Integrate with **Signals Agency Edition** for full circle solutions – planning through performance analytics.