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## MarketShare Introduces MarketShare TV, Delivering Sophisticated Analytics for Television Advertising

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### **Application Rapidly Assesses the Impact of TV Ads' Network, Daypart, Creative & More; Helps Marketers Make Critical TV Decisions in Broader Marketing Context and Uses Rentrak as the Fuel to Drive These Decisions**

**Los Angeles, December 3, 2015** - MarketShare, the global leader in advanced marketing analytics software for enterprise, has launched a powerful new application to help advertisers measure TV ads. [MarketShare TV](#) assesses the business impact of the TV ads that marketers run, and helps brands use these findings to guide crucial television advertising decisions and to sync TV advertising with the wider marketing program.

Advertisers often struggle to track consumer response back to TV ads that initiate the path to purchase. MarketShare TV bridges the gap by identifying measurable consumer actions—such as website visits and inbound calls—that follow commercials being aired, in order to assess how TV ads impact consumer buying.

Going beyond matching ads with actions alone, the application uncovers the degree to which key elements such as network, daypart, creative, and more contribute to the responses. It also evaluates the wider business context, and identifies the incremental long- and short-term impact each of these factors deliver to sales and revenue. As a result, advertisers can make media and creative decisions with more precision and accuracy than ever.

The application is made in collaboration with Rentrak's television measurement service, which provides MarketShare TV with airings insight down to the local market level, culled from Rentrak measurement of over 36 million TV screens, 285 networks, and approximately 17 million households nationwide.

Because MarketShare TV sits alongside MarketShare's [resource allocation](#) and [cross-channel attribution](#) applications, MarketShare TV also helps drive ripple effects across the wider marketing program. Advertisers can use MarketShare TV insights to inform broader marketing allocations, and to calibrate digital tactics to “reel in” customers that TV ads drive.

Advertisers receive insights via a user-friendly dashboard featuring reporting, clear recommendations, as well as

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tools to analyze competitor ratings and spending. The insights are refreshed with a very high frequency—typically on a weekly basis—giving advertisers the rapid guidance to refresh and pivot TV marketing programs quickly.

“Advertisers have long struggled to understand the real impact of television ads on business outcomes,” explained Jon Vein, Co-founder & CEO, MarketShare. “MarketShare TV overcomes the challenges, providing marketers with clear, up-to-date guidance on TV advertising for business results. And unlike other approaches on the market, the application helps utilize effective television decisions to drive the entire marketing program ahead.”

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### **About MarketShare**

MarketShare helps marketers grow revenue. Combining advanced analytics technology, scientific leadership and deep domain expertise, MarketShare enables large companies to measure, predict and dramatically improve Marketing's impact on revenue—typically generating a 20%-30% improvement in marketing effectiveness and 3%-4% revenue increase, yielding a 3x-50x first-year ROI. Widely considered the market leader, MarketShare helps direct tens of billions of marketing investment dollars globally. Visit [www.marketshare.com](http://www.marketshare.com).

### **About Rentrak**

Rentrak (NASDAQ: RENT) is the entertainment and marketing industries' premier provider of worldwide consumer viewership information, precisely measuring actual viewing behavior of movies and TV everywhere. Using our proprietary intelligence and technology, combined with advanced demographics, only Rentrak is the census currency for VOD and movies. Rentrak provides the stable and robust audience measurement services that movie, television and advertising professionals across the globe have come to rely on to better deliver their business goals and more precisely target advertising across numerous platforms including box office, multiscreen television and home video. For more information on Rentrak, please visit [Rentrak.com](http://Rentrak.com).

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