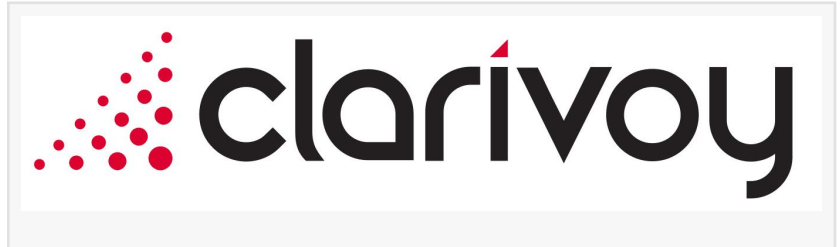




Clarivoy's Proprietary TV Analytics Solution Wins DrivingSales 2016 Innovation Cup

TV Analytics Solution Selected By Auto Dealer Panel as the Most Innovative

COLUMBUS, OH, USA, October 27, 2016 /EINPresswire.com/ -- [Clarivoy](http://Clarivoy.com), the automotive industry's leading provider of multi-touch sales attribution, today



announced that the company's proprietary TV Analytics solution has been named the winner of the 2016 DrivingSales Innovation Cup Award for the Most Innovative Dealership Solution of 2016. Clarivoy competed on stage with four other finalists at the 2016 DrivingSales Executive Summit (DSES), and was selected as the winner by a panel of auto dealers.

Clarivoy's proprietary TV Analytics solution stringently maps online traffic to TV ads, matching advertising spot data with website visitors, granting advertisers a transparent snapshot of which TV ads truly influence sales.

Dealers who used TV Analytics were able to make data-driven decisions for their media buys that helped decrease their cost per website visitor as much as 2X. TV Analytics also provided the visibility one auto dealer group needed to intelligently broaden their cable reach, maximize the investment they make in TV, reallocate more spend (16%) to cable and reduce their cost per website visitor by 62 percent.

Agencies also greatly benefit from this solution. In fact, by combining TV Analytics data with cost information, one agency shifted their investment in underperforming spots to local insertion and upgraded other national inventory to higher converting and more socially active networks. As a result they achieved a 40 percent lift in their schedule's performance.

Clarivoy's intuitive TV Analytics dashboard lets dealers quickly visualize the impact of their advertising:

- Identifies which networks, programs, creatives and dayparts convert potential consumers into buyers.
- Optimizes cost per response by identifying the most efficient website traffic drivers.
- Powered by a proprietary graph model, the solution extracts "important influences" from hundreds of spots and months of data, assigning true proportional credit.

"This is a great validation of the hard work the team at Clarivoy invests in product development to ensure our dealers are supported by the best technology and most effective solutions. I am very grateful for all their efforts and delighted that dealers have chosen our proprietary TV Analytics solution as the Most Innovative Dealership Solution. I also want to give a big shout out to Andy Mohr Automotive Marketing Manager, Lisa Masariu-McCoy, and Marketing and Technology Director at

Germain Motor Company, Shaun 'NIFF' Kniffin. They really know their stuff and it is their incredible results that impressed the judges and helped us win. When it comes to understanding the results of their advertising, dealers can't afford to guess anymore," said Clarivoy CEO [Steve White](#).

"When advertisers move away from a Last Click Attribution model and utilize a Multi-Touch Attribution approach to measure the impact of their marketing investments, they will be amazed to realize all of the marketing touchpoints which led to the purchase of a vehicle and that TV should remain an important part of the media mix," White added.

For more information, or to sign up for a product demonstration, visit: <http://www.clarivoy.com>

[About Clarivoy](#)

Clarivoy is the auto industry's leading provider of multi-touch sales attribution and advanced digital targeting tools. Their solutions reveal more about their clients' customers, their advertising and their path to success so they can drive more sales. Clarivoy's proprietary technology grants marketers incomparable visibility into their customers and campaigns – across all channels, all devices – online and offline. Armed with this new information, marketers can stop guessing and start knowing what is working and what is not. <http://www.clarivoy.com>

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