

Uncovering UNTUCKit's Successful TV Strategy

Started online in 2011, UNTUCKit is a fast-growing men's apparel company that sells shirts designed not to be tucked into pants. In the last few years, the retailer has branched out, expanding into women's apparel and opening 36 stores across the U.S., with another 17 planned for 2018.



Continuous Measurement

When UNTUCKit began advertising on TV, it gauged the success of campaigns by monitoring website traffic when spots aired. But as the company's marketing initiatives grew to include multiple channels, it became harder to pinpoint where traffic came from – TV, radio, print, digital or podcasts.

After working with another TV attribution vendor, and quickly becoming disenchanted with the inaccuracy of its results, UNTUCKit turned to TVSquared in November 2017.

TVSquared's ADvantage platform provided UNTUCKit with same-day TV campaign performance analytics on days, times, networks, programs, genres, creatives and audience segments. Detailed analysis showed how TV drove web response, giving the marketing team the insights to improve the effectiveness of on-air campaigns. And because ADvantage calculates the baseline every minute of every day (filtering out non-TV-driven traffic), UNTUCKit knew the results are accurate.



TVSquared allows us to look through the noise ... to see which spots are working for us, which spots aren't working, which creative works for us, which creative works on which channels. There's so much data and you can never use too much,



— Aaron Sanandres, CEO and co-founder, UNTUCKit



Continuous Optimization

Using the insights generated from ADvantage, UNTUCKit continuously optimizes its TV initiatives – making sure spots get in front of the right people, in the right places and at the right times. The marketing team makes smaller changes weekly and bigger ones monthly.

Since working with TVSquared, all of UNTUCKit's TV spend has been ROI positive. The company has also:

- **Cut cost per response by 30%.**
- **Seen its website bounce rate fall by as much as 45% after a spot airs – meaning TV is driving more engaged consumers.**
- **Found a correlation between TV and higher rates of purchases for as long as an hour after a spot airs.**
- **Identified a segment of female consumers that became a significant market.**

“We treat TV like we treat digital. You want to get as much data out of it as you can, you want to link the online and the offline as much as you can and you want to test as much as you can. Then you've got to use the data, or what's the point?” said Sanandres.

Make TV a performance-marketing channel:
Contact TVSquared to learn how you can measure and optimize TV.