

# GETTING TO THE DISTRACTED, DEVICE AGNOSTIC CONSUMER

Analyzing modern consumer spending through  
Connected Intelligence.

## A Case Study with HarrisX

HarrisX has worked with different clients who used our research and technology solutions to get the insights they needed to attract advertisers and lift their business.

Our case study looks at learning moments from:

- + a connected TV technology company bringing thought leadership to advertisers
- + a retail brand reengaging with a demotivated group of consumers
- + HarrisX syndicated research (Total Communication Survey and Telephia telemetry app)



## The Challenge

Organizations need better sightlines into 1) how their target audience consumption of content is changing 2) how the changes impact purchasing behavior

## The Context

Modern consumers are seeing content and ads across multiple channels and devices. This is particularly true as TV subscriptions and watching declines and content moves to other mediums

## The Opportunity

Brands are now operating in a hyper-fragmented space. How to optimize this opportunity?

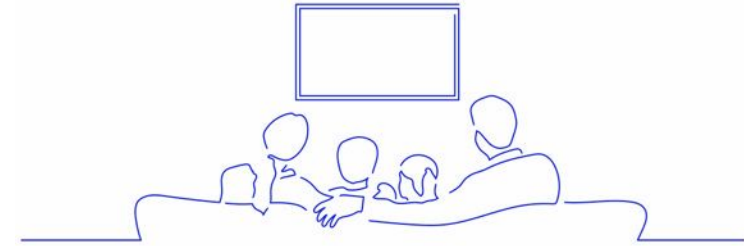


## CONTEXT:

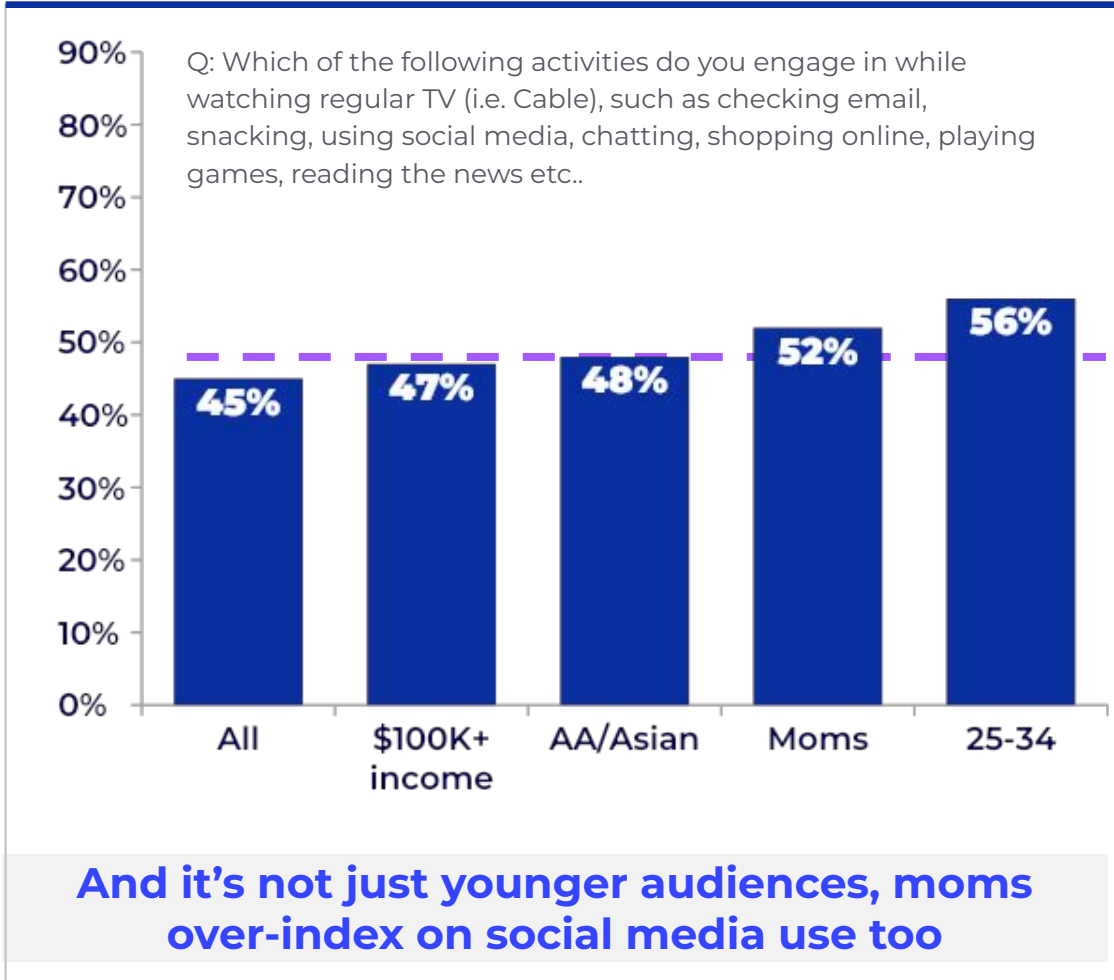
**87% of TV watchers  
are constantly distracted by other  
screens while watching TV**

*~50% of consumers watch cable TV while using other devices...*

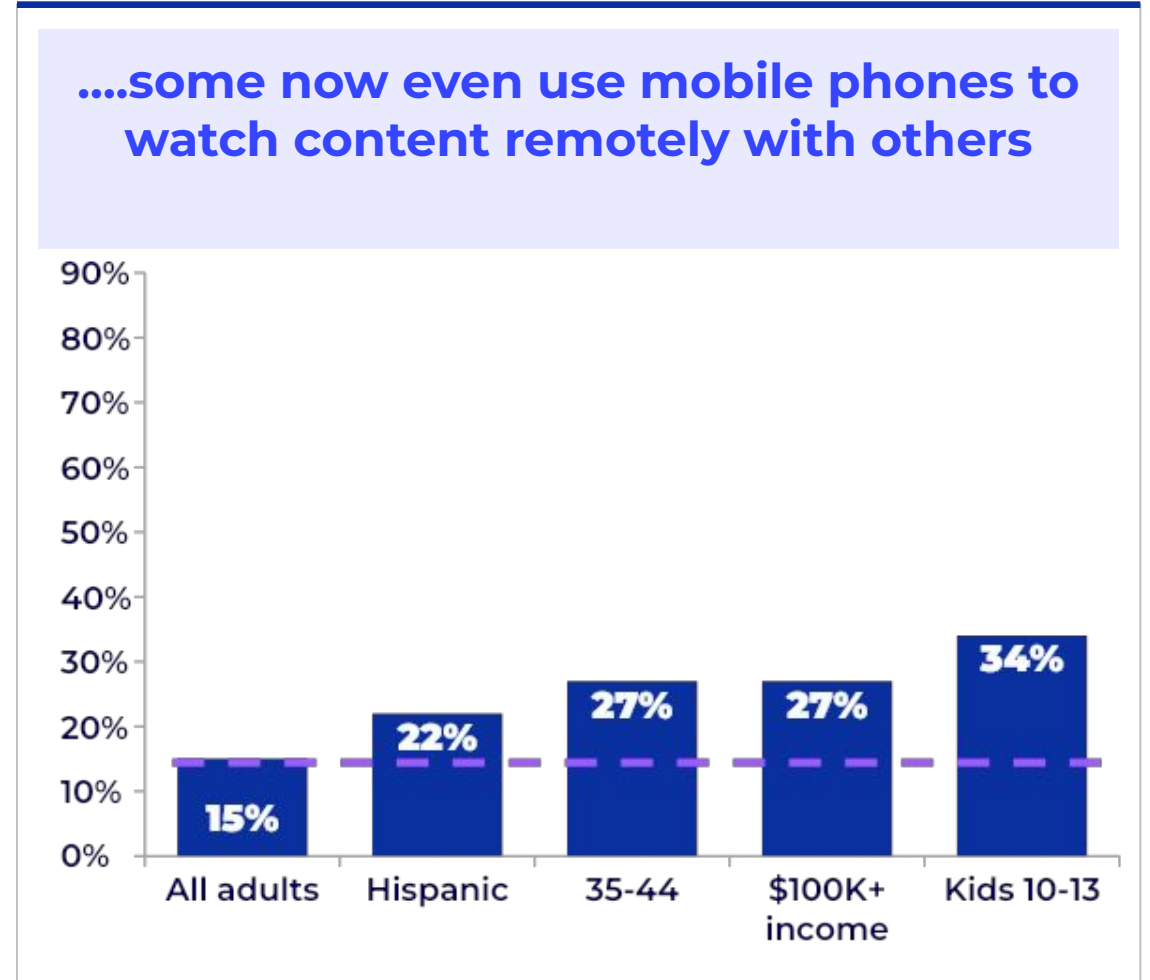
*~80% of consumers stream content on TV while using other  
devices....*



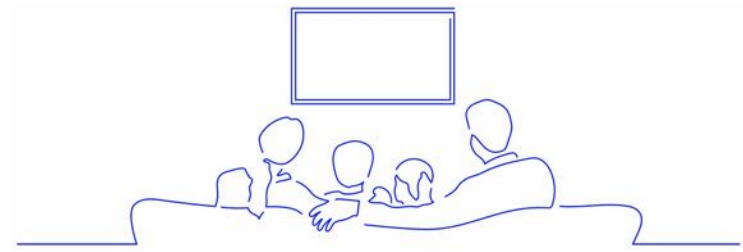
## Almost half of all viewers use mobile phones to tap into social media...



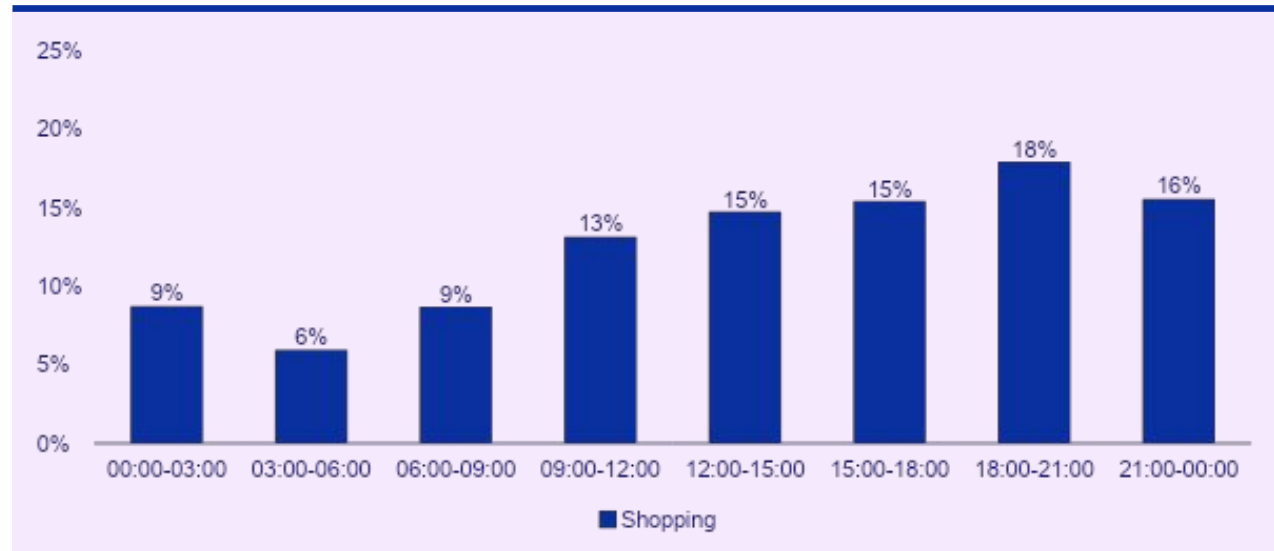
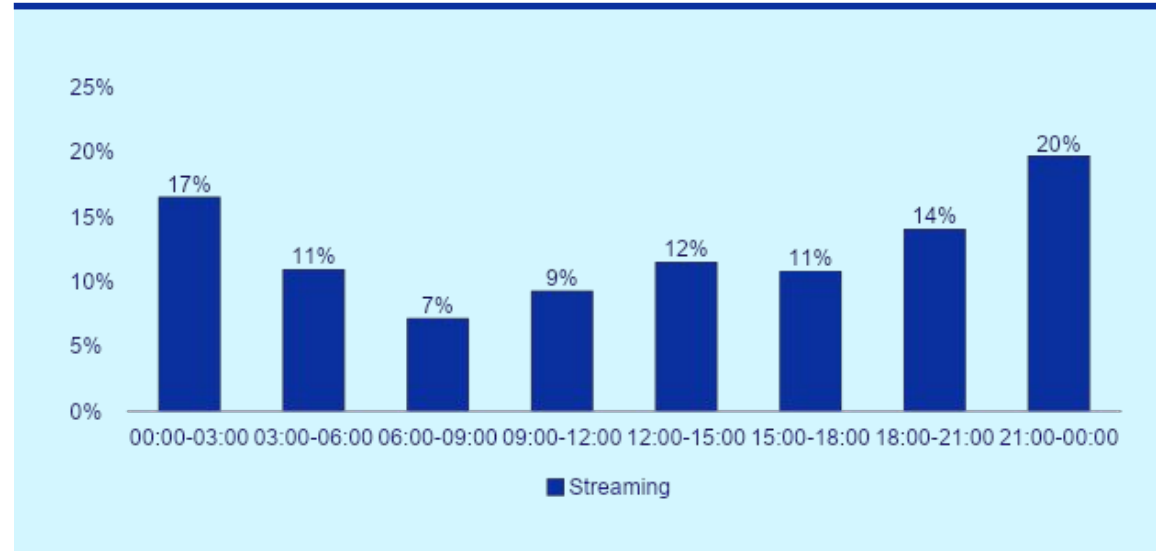
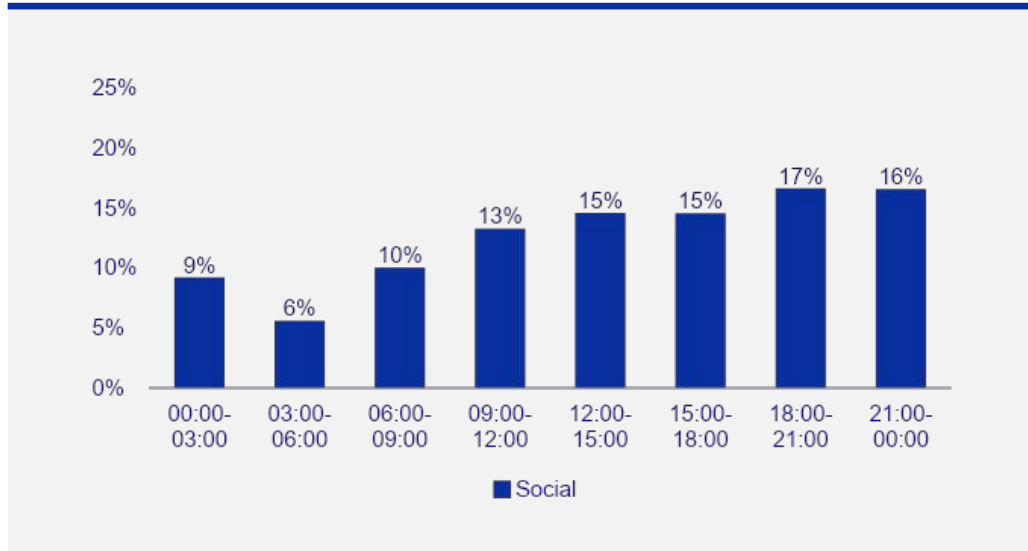
## ...some now even use mobile phones to watch content remotely with others



N=1603 TV watchers: nationally representative



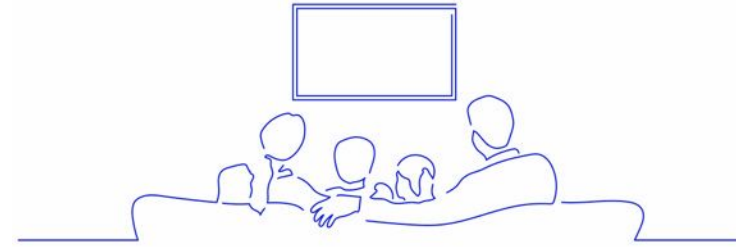
# Social media use, (co) streaming, and shopping are highly correlated activities on mobile devices...



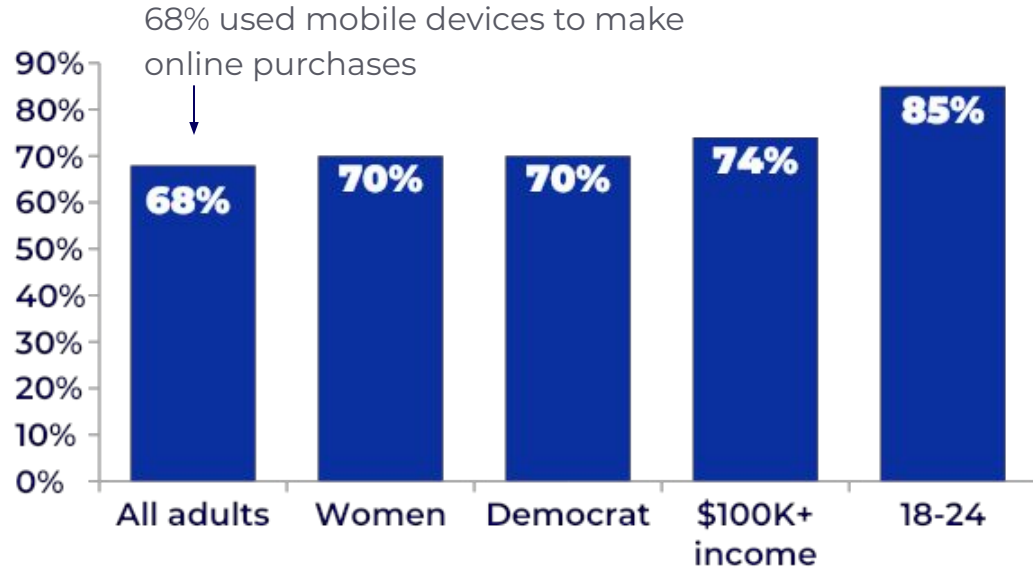
# QUESTION:

How does multi-screen usage impact consumer purchasing behavior while watching TV?

## It's mobile phones that consumers use most to buy...

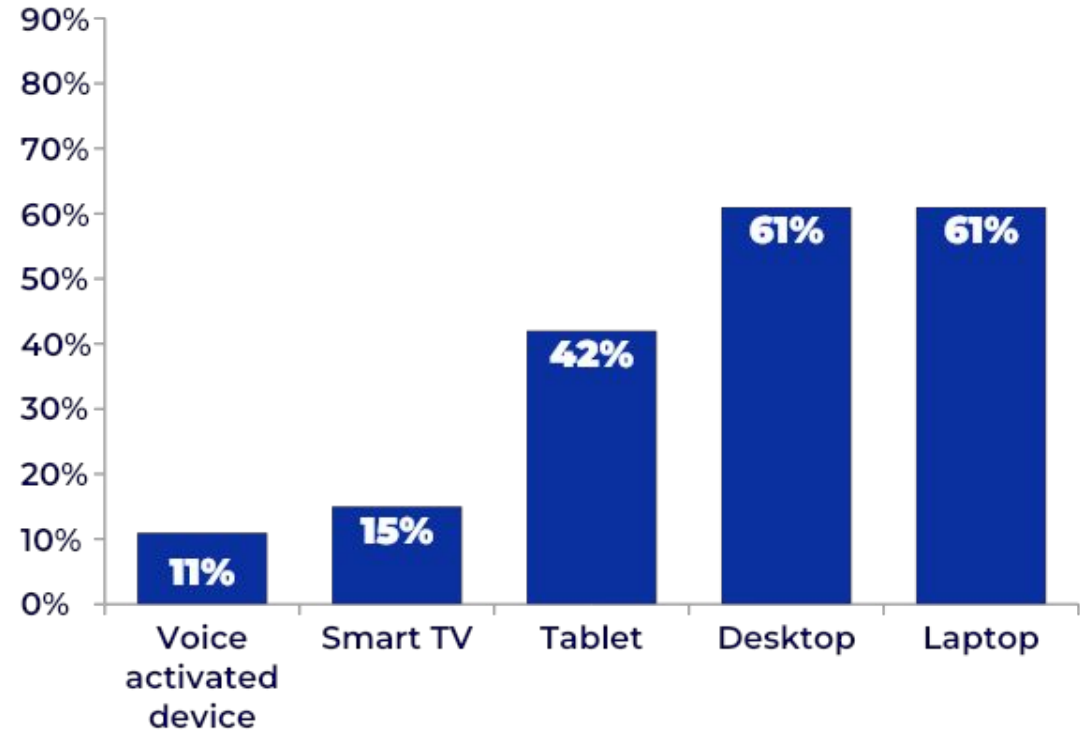


## ...far more than on other devices



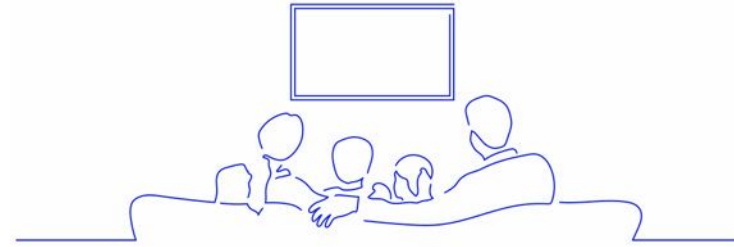
**68% shop on their phones, more than video/ music streaming and gaming on mobile phones!**

Q: Which of the following devices have you used to make online purchases? Mobile phones, laptop, desktop, tablet, smart TV, voice activated device, never used mobile devices

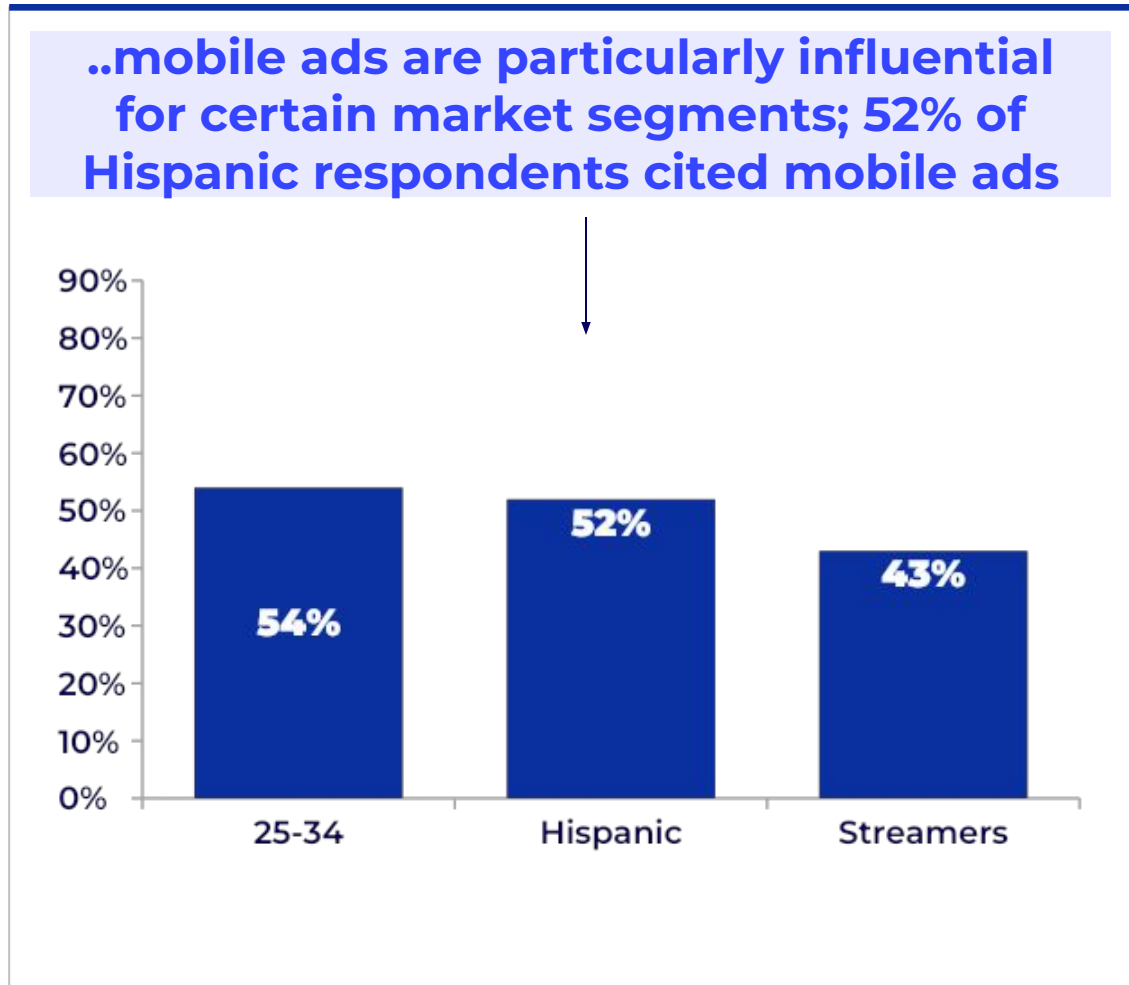
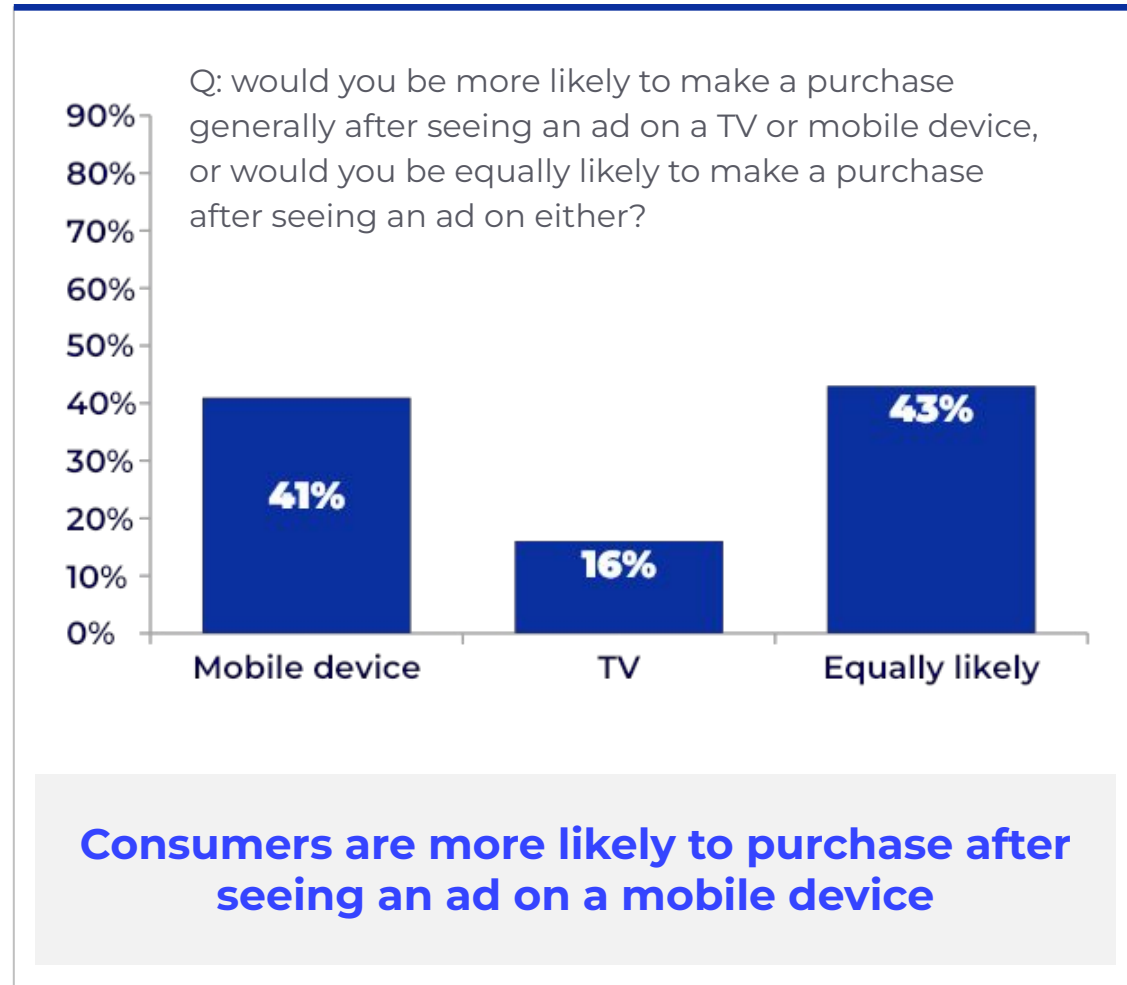


N=2497 respondents with at least one device; representative of a national audience



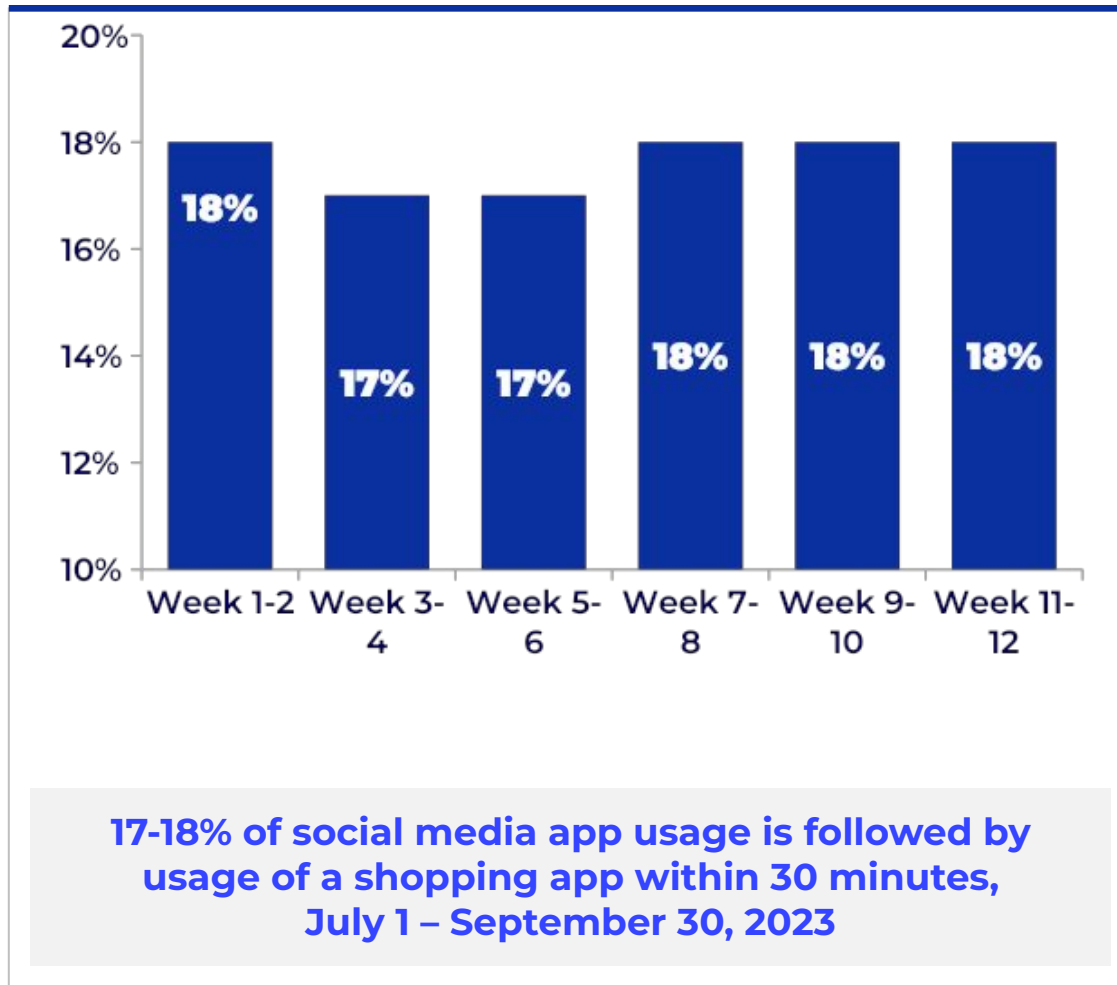


## Follow up or synchronized mobile ads are the medium most influential for purchases...



N=2507 respondents; representative of a national audience

## HarrisX consistently found that (re)engaging and (re)targeting users through social media has a success rate of 17-18%



**1 in 5 instances of shopping within 30 minutes of using a social media app**

**Shopping app examples:** Amazon, Best Buy, Etsy, SHEIN, Walmart, eBay

**Social app examples:** Facebook, Instagram, Pinterest, Reddit, Snapchat, TikTok, Twitter

## Learnings:

We live in a multi-channel world.

Tracking eyeballs on TV content is necessary but not sufficient.

Understanding the extent and influence of dual-screen usage on mobile phones is critical for advertisers.

# Conclusions:

Advertisers need to reach distracted and doomscrolling viewers in a more comprehensive way across usage of multiple devices and screens



A Case Study with HarrisX

**So where does  
this leave us?  
Using **connected  
intelligence** to  
connect with  
your audiences.**

Advertisers, brands that are launching new apps, and dozens of other clients across categories are tapping into a connected view of intelligence that allows both rich texture and quantifiable information.

At HarrisX we're democratizing access to data both through our own insights terminal and through data-sharing practices with our clients.

1

## Syndicated Data: The Total Communications Survey

HarrisX is tracking all aspects of home internet, TV, streaming, and bundles with data tracing back to 2007 and a robust sample of 90K+ per year of survey respondents. Syndicated data provides the context to shifts consumers are making in the market and allows deep dive analysis of important audiences and drivers of decision-making.

2

## App-based Data: Telephia Communities

HarrisX uses telemetry engaged on our proprietary community app to passively monitor mobile devices across multiple layers in a privacy-friendly way. Our approach with Telephia goes beyond background mobile monitoring. We're building communities we can talk to at any time for rich, meaningful insights that fill in the blanks using geo-located surveying and collecting information like video diaries and selfies.

3

## Bespoke Connected Data: Our From-Scratch Solutions

The HarrisX Overnight Poll is one of many solutions our clients are using to scoop up insights and get direction on where to go deeper in their search for actionable intelligence.

**THA  
NKS.**