

# POLLING

If you are looking to engage TV viewers, capture new customers or strengthen an existing relationship, there's nothing more powerful than Canoe's ITV Solutions.

Polling is an in-program, interactive application that asks viewers to voice their opinions and give feedback to relevant questions tied directly to a show's content. Marketers can sponsor up to 7 poll questions per hour with results presented later in the show. By leveraging this interactive social activity, brands can create a deeper connection with viewers and enhance their viewing experience. Polling paired with a traditional ad (appearing between the poll and the result segments) dramatically lifts brand metrics, including brand recall and purchase intent.

## *Engages and Rewards Viewers*

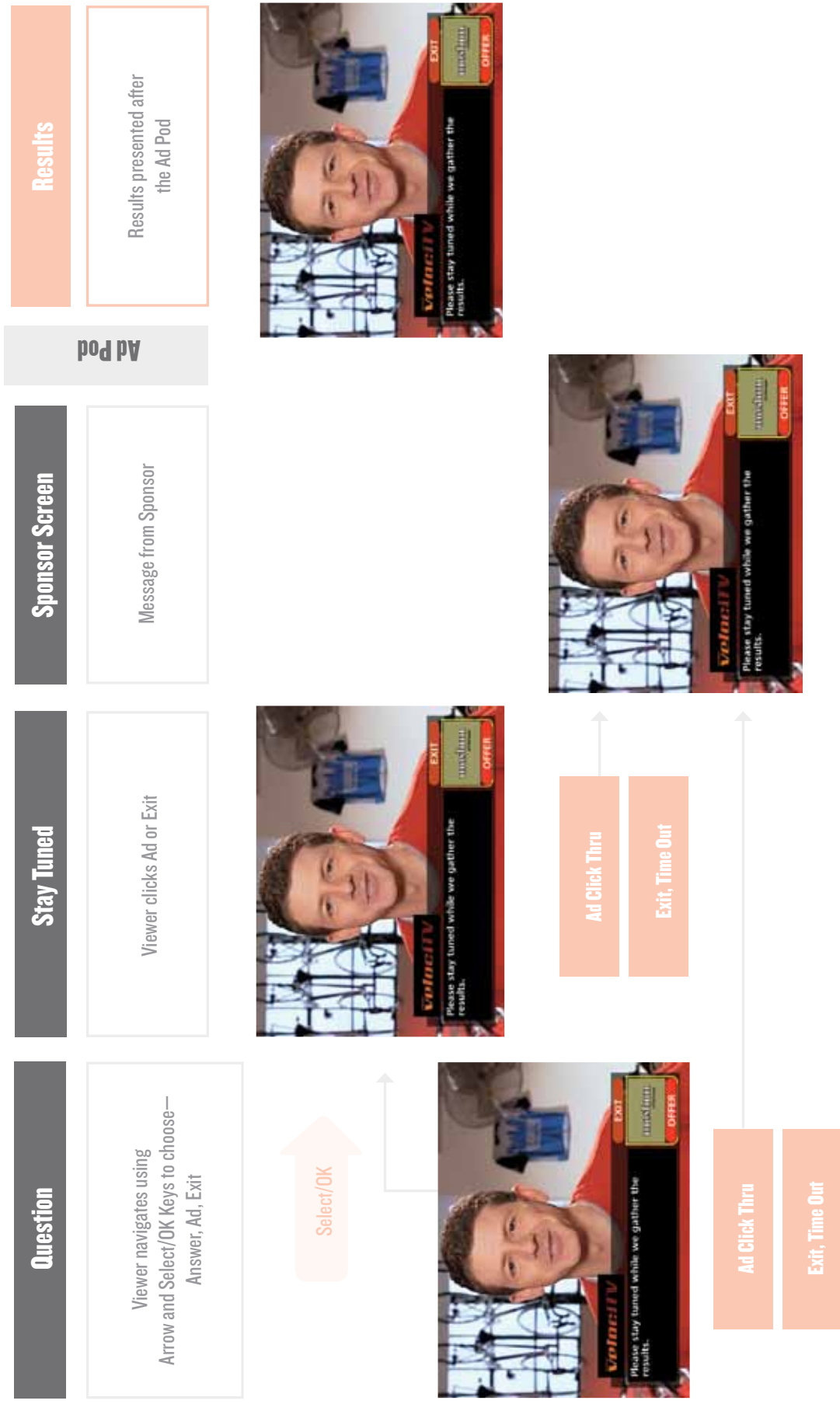
- Polling enhances the viewers' experience by augmenting a program with relevant questions offering immediate opportunities to share their thoughts and opinions and see what others think.
- Flexible and appropriate for a wide range of programming content, Polling aggregates viewer responses and presents results in-program, which satisfies curiosity, validates opinions and delivers a fun social experience.
- By creating opportunities for viewers to participate with programming, Polling draws viewers more deeply into content and heightens levels of attention.

## *Adds Value to Brand Messages*

- Polling provides a high-visibility opportunity for advertisers to integrate their brand into programming in a way that is social and fun for viewers.
- Paired with an ad in a commercial break, research\* shows that in-program sponsored Polling:
  - can increase unaided brand recall by up to 167%
  - can increase intent to purchase by up to 40%
- Polling delivers performance reporting and analytics of viewer interactions.

\* Canoe Ventures Ad Recall Study. April 2010

# Polling User Flow



Technical spec sheets and detailed implementation procedures are available upon request. Call Canoe Ventures at 212-364-3600 or find us at [www.canoventures.com](http://www.canoventures.com) and we'll show you how you can take your advertising to the next digital level today.

