Sample
Post-Campaign Report

December 18–29, 2024 TV Campaign Outputs*

*Prepared using 'Session' data.

Me▷ialyzer

Total GRP

234.05

Total Cost

8,100,224$

Your Brand

2,208
Spots Aired

75,838
Session Count

86.8$
Cost per Session

Medialyzer

TV/Radio | Efficiency Table

Media	Number of Spots	Cost Share	Result Share	Cost Per Session (CPS)
TV	1,176	86.10%	65.67%	97.0 $
Radio	1,032	13.90%	34.33%	53.5 $

MeDialyzer

TV

Cost Share and Result Share are calculated based solely on TV investments.

Me▷ialyzer

Total GRP

234.05

Total Cost

6,974,292$

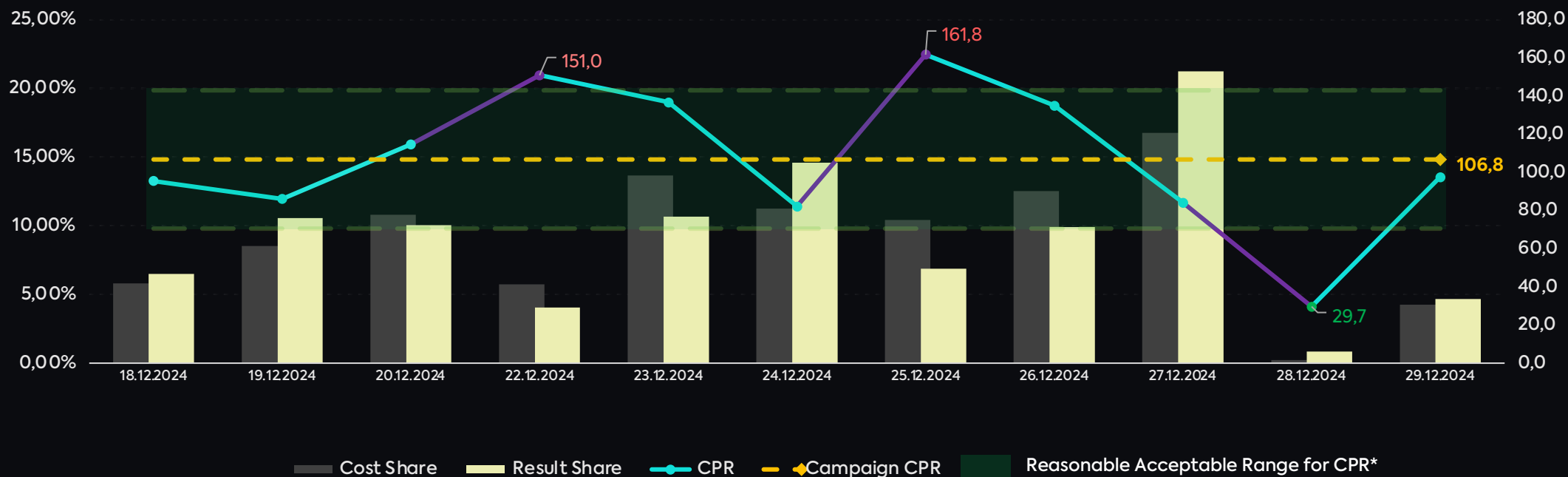# Your Brand

1,176

Spots Aired

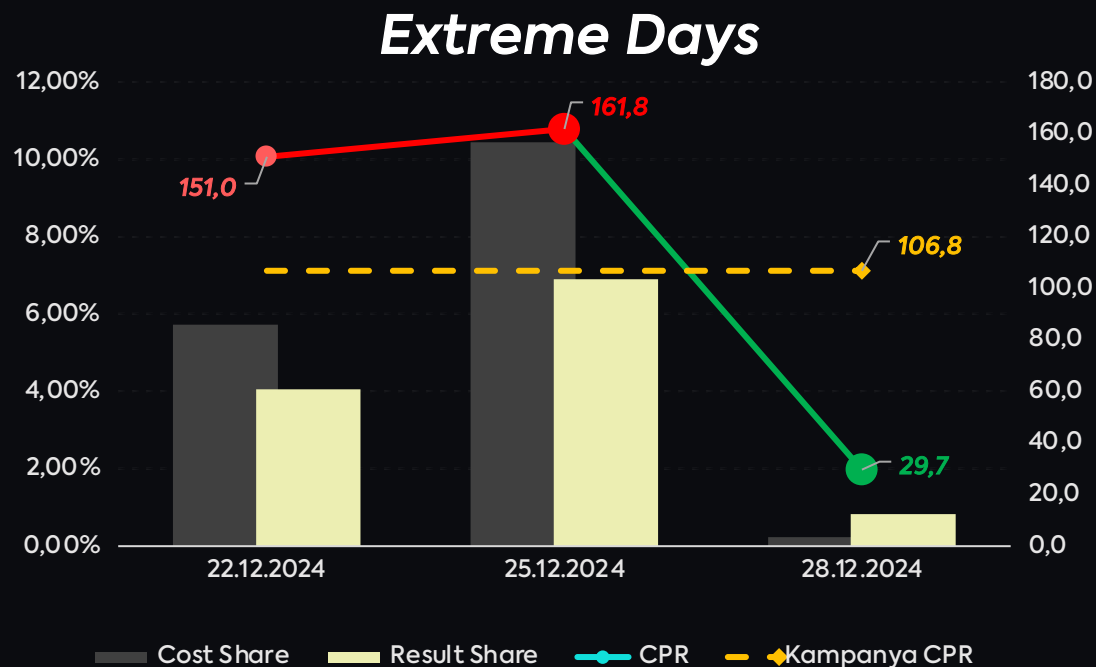49,802

Session Count

97.3$

Cost per Session

Medialyzer

Daily Change Analysis

On Wednesday, December 25, the Cost Per Result indicator peaked at 161.8$/result, making it the least efficient day. Sunday, December 22, was also extremely inefficient. Saturday, December 28, received the smallest share of the budget. The high investment made on December 27 brought the highest online activity, with very good results.

*Reasonable Acceptable Range for CPR: The range formed by values within ±1 standard deviation of the campaign CPR value.

Most Important Days

Type	Day	Investment	Number of Sessions	Cost Per Session (CPR)
Maximum Spend	December 27, 2024	1,357,248 $	16,125	84.2 $
Highest Result	December 27, 2024	1,357,248 $	16,125	84.2 $
Most Efficient Day	December 28, 2024	18,720 $	631	29.7 $

The day with the highest spending and the most results was Friday, December 27. Saturday, December 28 was the day with the lowest unit costs.
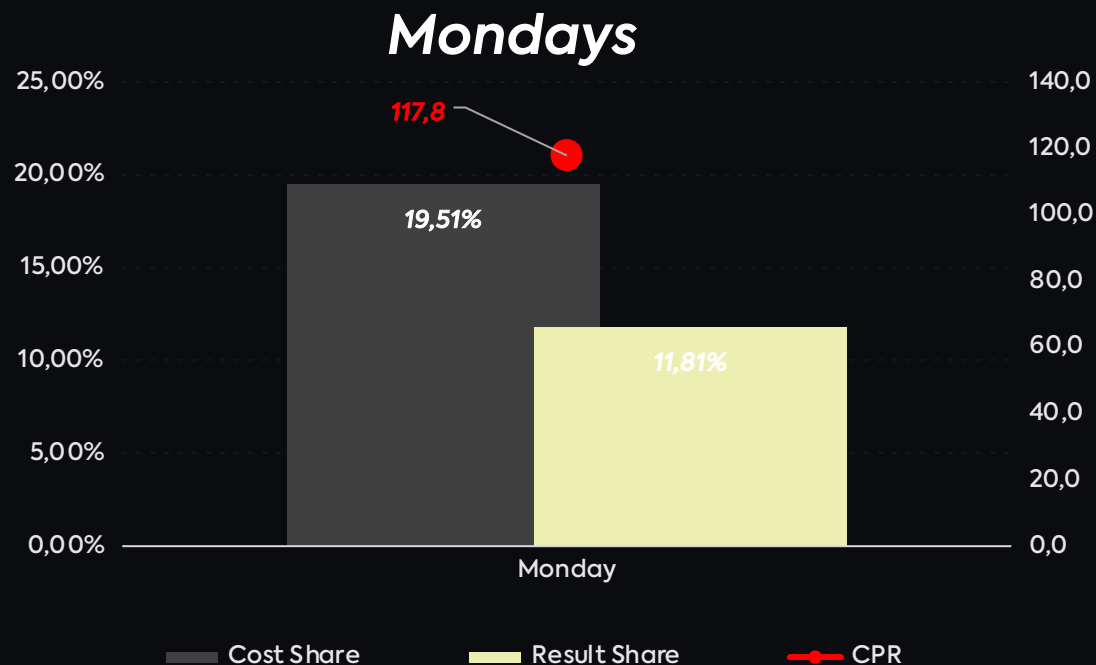
MeDialyzer
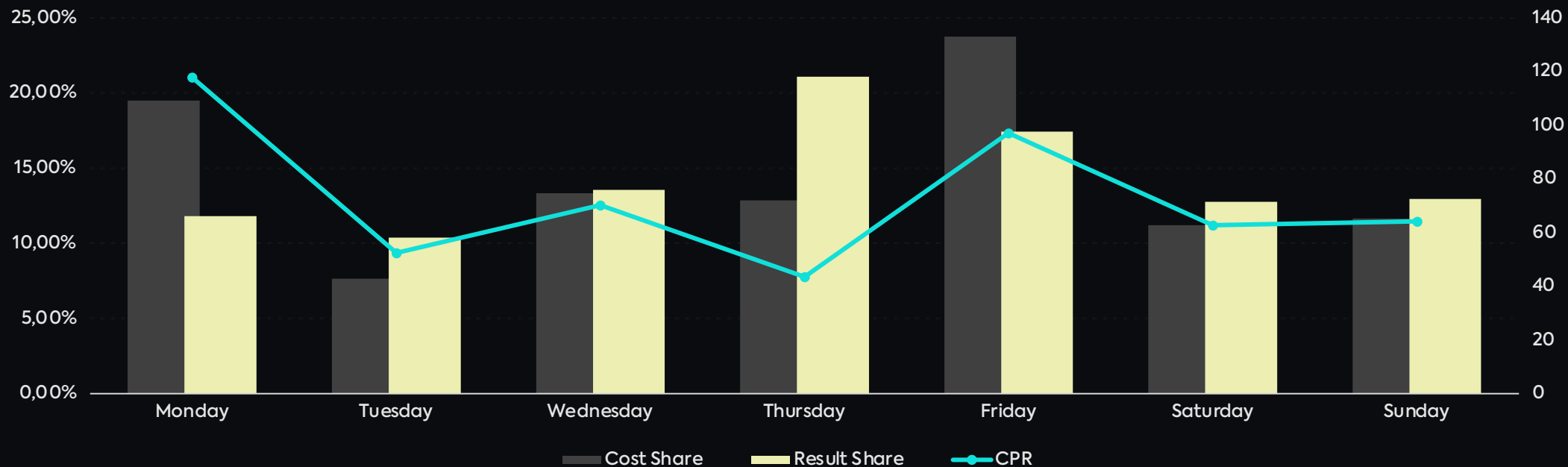
Days of Week

All days of the week showed similar performance, with the exception of Monday and Friday. On Monday, the peak in unit costs is noticeable.

Days of Week | Spotlight

Mondays

	25,00%			140,0

Chart axis labels: 25,00%, 20,00%, 15,00%, 10,00%, 5,00%, 0,00% (left) and 140,0, 120,0, 100,0, 80,0, 60,0, 40,0, 20,0, 0,0 (right)

Bar values: 19,51% (Cost Share), 11,81% (Result Share), CPR point 117,8

X-axis: Monday

Legend: Cost Share | Result Share | CPR

The Difference Makers

Channel	Local Cost Share*	Cost Per Session (CPR)
Channel 1	41.41%	749.5 $
Channel 4	30.50%	541.5 $

- Channel 1 and Channel 4, which account for a total of 71.91% of the Monday budget, have low efficiency, which has significantly negatively impacted Monday performance in the weekly breakdown.

*In this table, Local Cost Share refers to the share of the budget for the day in question that the relevant channel receives.

Me▷ialyzer

Days of Week | Spotlight

The Difference Makers

Mondays

Channel	Program	Cost Per Session (CPR)
Channel 1	Sports 4	1,849.5 $
Channel 4	Series 3	541.5 $

- The extreme unit costs incurred in the above two programs, when considered alongside the high local budget shares in the previous analysis, appeared to be the main cause of the inefficiency in Monday's performance.

Medialyzer

Days of Week | Spotlight

Thursdays

Legend:
- Cost Share
- Result Share
- CPR

Chart labels: 43,5 (CPR), 21,10% (Result Share), 12,88% (Cost Share), Thursday

Left axis: 0,00%, 5,00%, 10,00%, 15,00%, 20,00%, 25,00%
Right axis: 0,0, 5,0, 10,0, 15,0, 20,0, 25,0, 30,0, 35,0, 40,0, 45,0, 50,0

Channel	Local Cost Share*	Cost Per Session (CPR)
Channel 1	35.94%	62.4 $
Thematic 3	18.27%	64.2 $
Channel 4	30.26%	400.1 $

- The only day when any channel's budget exceeded Channel 4's budget, which appeared inefficient throughout the campaign, was Thursday.
- Thematic 3, which generally performs well except on Mondays, also has a high budget on this particular day.
- Maintaining Channel 4 at around 30% has also positively impacted the day's performance.

*In this table, Local Cost Share refers to the share of the budget allocated to the relevant channel on the specified day of the week.

Medialyzer

Days of Week | Efficiency Table

Day of the Week	Cost Share	Result Share	Cost Per Session (CPR)
Monday	19.51%	11.81%	118$
Tuesday	7.65%	10.39%	53$
Wednesday	13.35%	13.55%	70$
Thursday	12.88%	21.10%	44$
Friday	23.75%	17.45%	97$
Saturday	11.22%	12.75%	63$
Sunday	11.65%	12.95%	64$

- Although Friday is the day with the highest budget, it is the second least efficient day. Thursday, with an average budget, contributed to at least 1 out of every 5 results. This performance seems to make it the most efficient day. Weekend performance is better compared to weekdays.
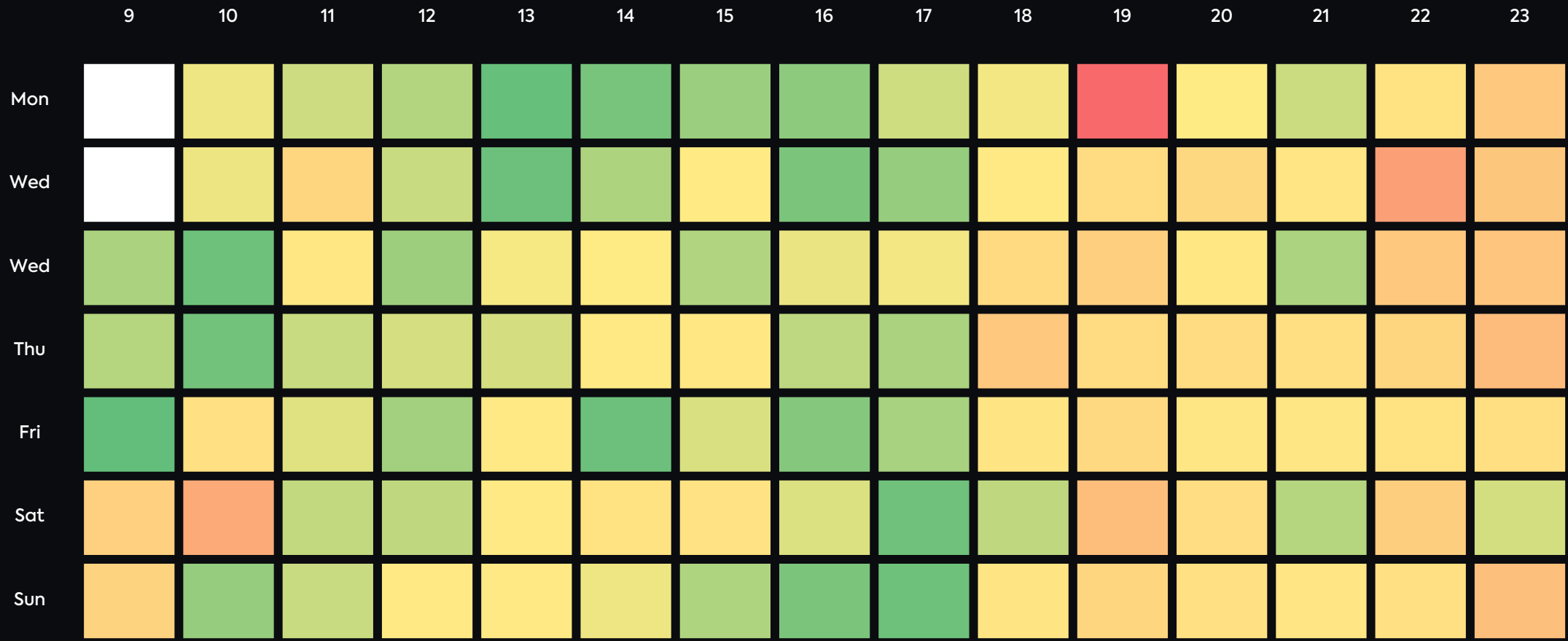
Me▷ialyzer
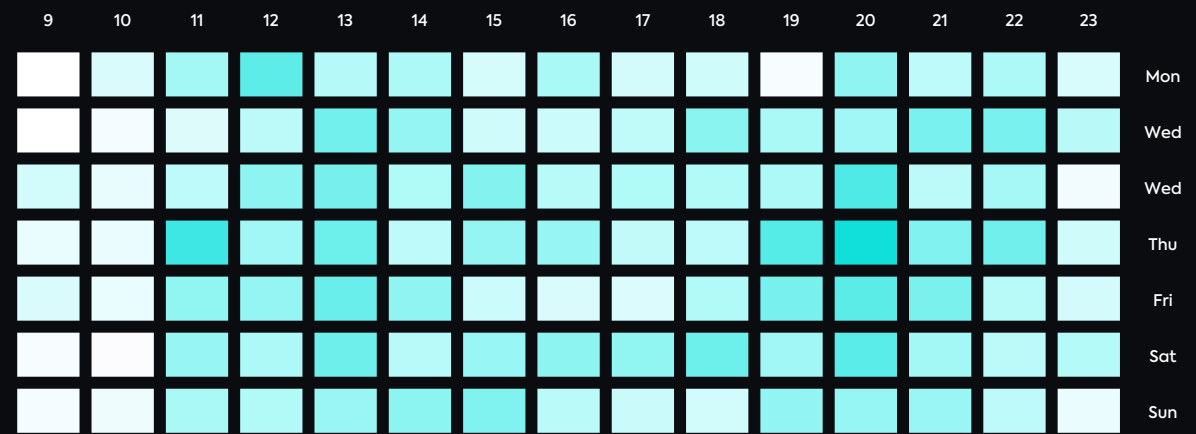
Hours of Day

Cost

Result

Thematic investments are spread over more days compared to measured investments. Thematic investments benefited more from the positive effect of the Daytime (09:00–16:00) segment.
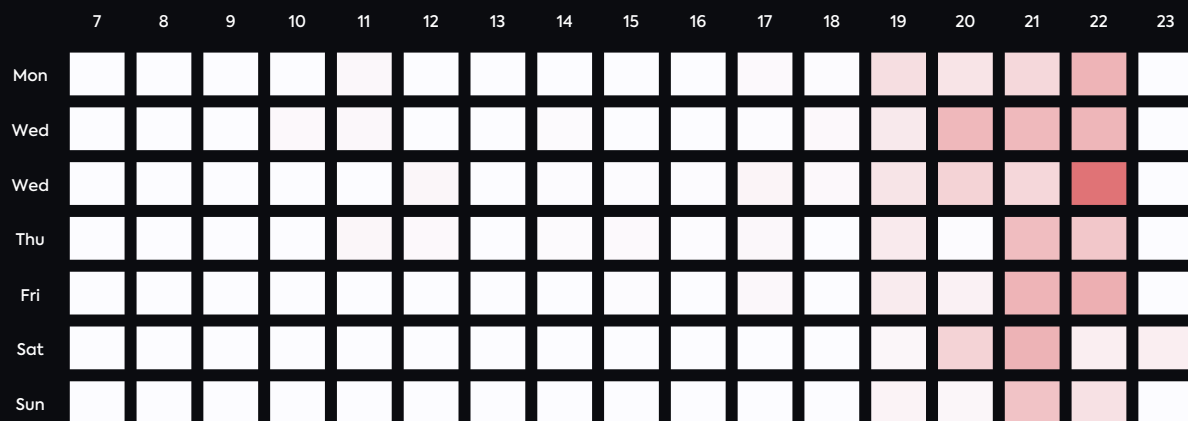
Hours of Day

	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon	No Data														
Wed	No Data														
Wed															
Thu															
Fri															
Sat															
Sun															

CPR

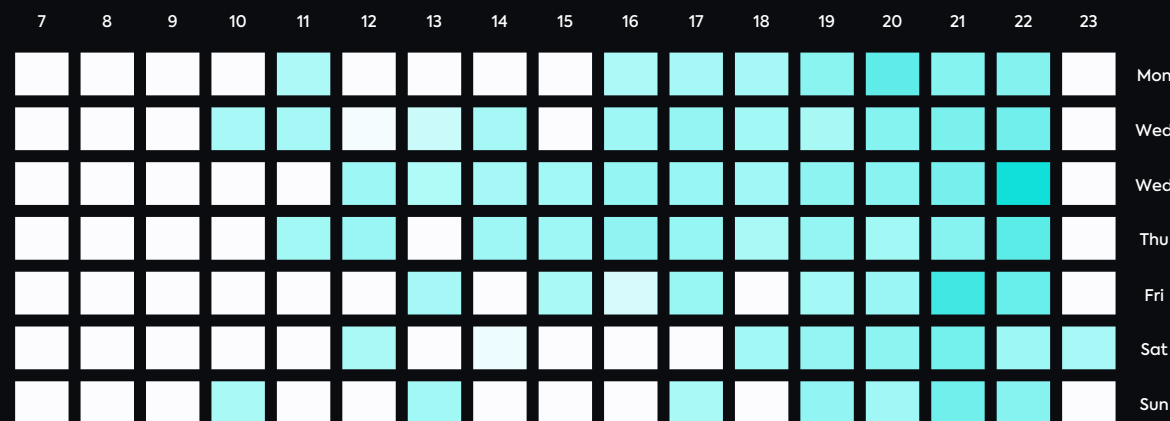More Efficient ← → Less Efficient   No Data
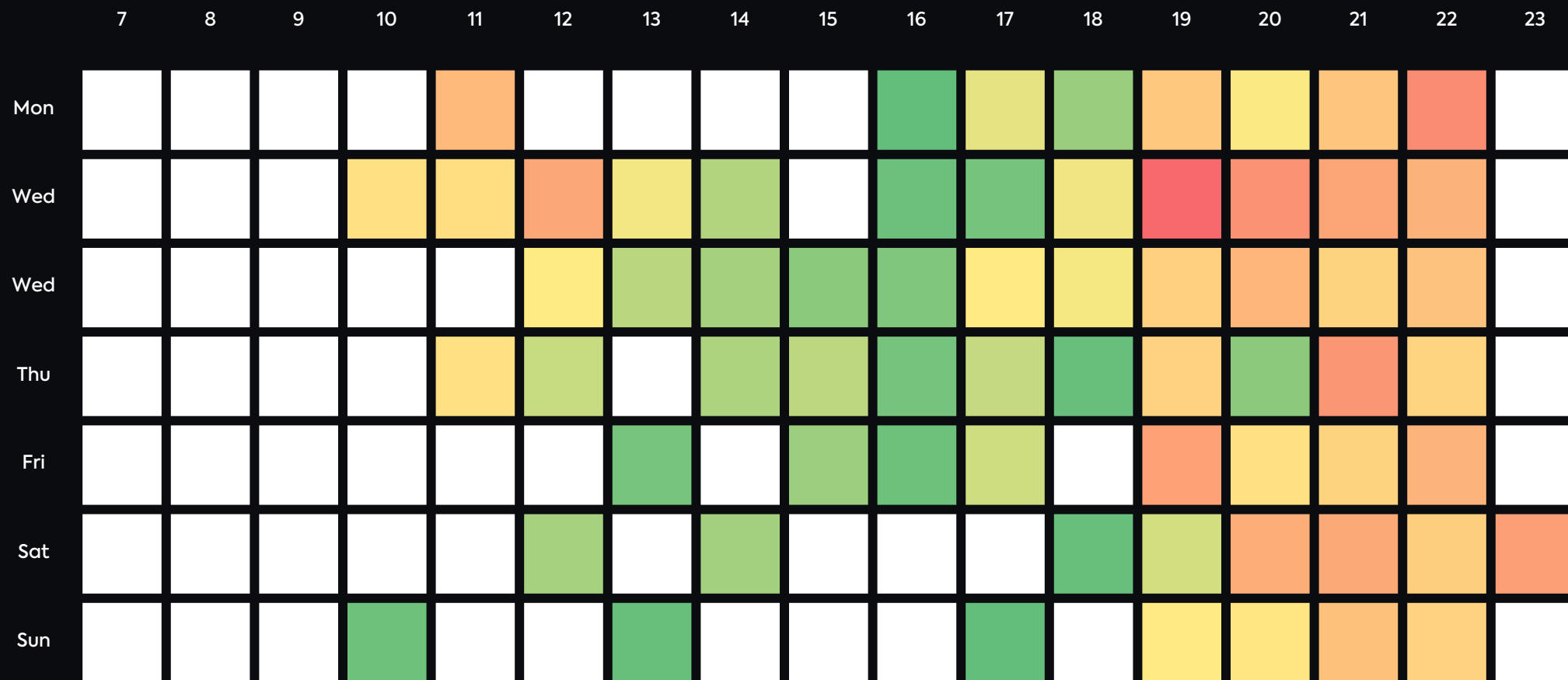
Me▷ialyzer

Hours of Day | Measured

Cost

Result

Measured investments are concentrated in the Prime Time slot, and an increase in online results is evident during these hours. Online activity begins earlier in the day than TV investments.

Hours of Day | Measured

	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon																	
Wed																	
Wed																	
Thu																	
Fri																	
Sat																	
Sun																	

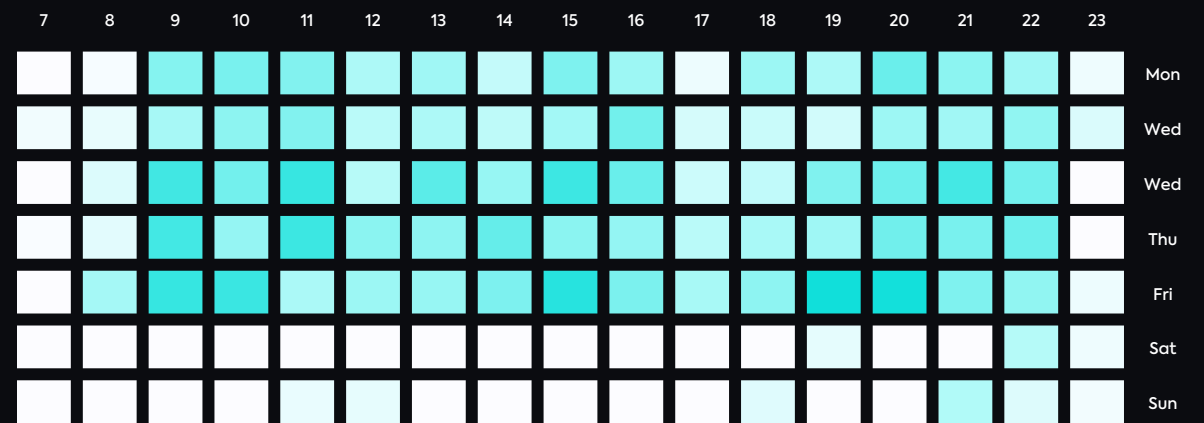CPR

More Efficient   Less Efficient   No Data

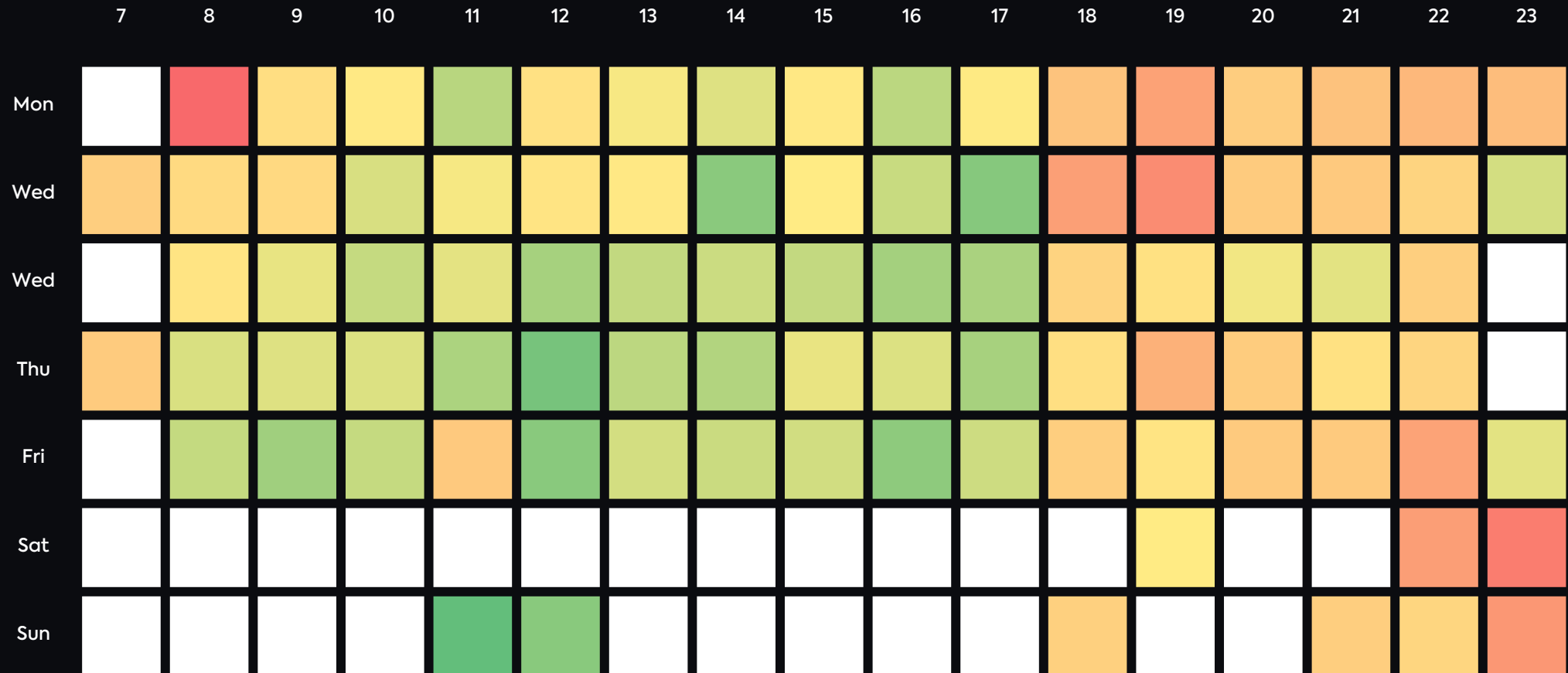MeDialyzer

Hours of Day | Thematic

Cost

Result

Thematic investments are spread throughout the day. The online results received have progressed in parallel with this.
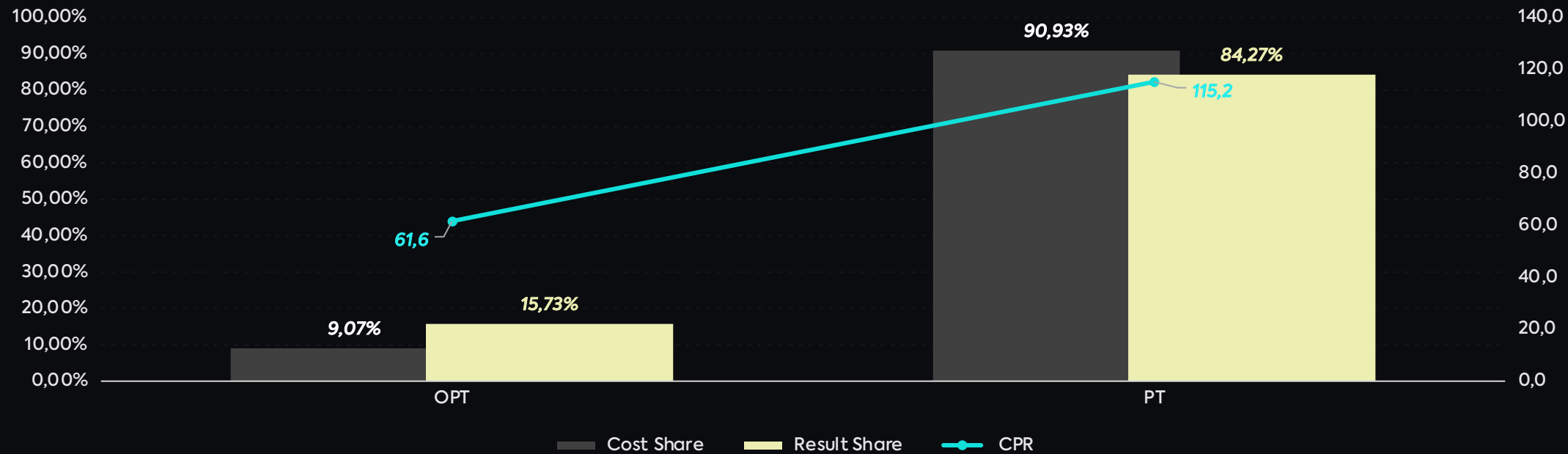
Hours of Day | Thematic

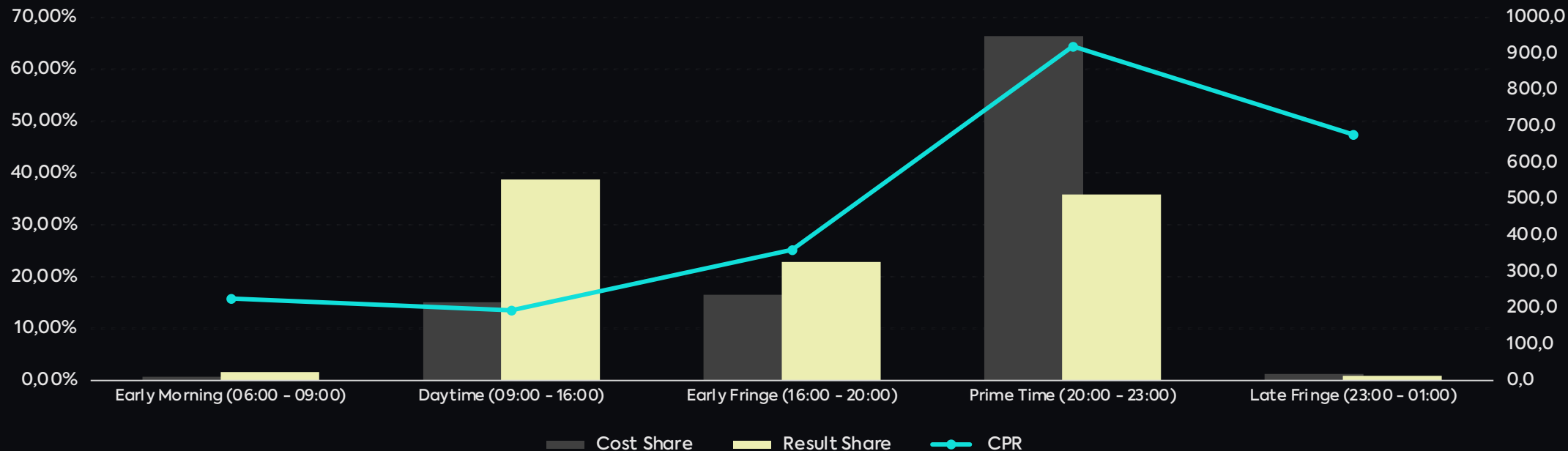|	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon																	
Wed																	
Wed																	
Thu																	
Fri																	
Sat																	
Sun																	

CPR

More Efficient ◁ ▷ Less Efficient   ☐ No Data

Me▷ialyzer

PT/OPT

OPT investments are more efficient compared to PT.

Medialyzer

Dayparts | All TV

|				
Early Morning (06:00 – 09:00)	Daytime (09:00 – 16:00)	Early Fringe (16:00 – 20:00)	Prime Time (20:00 – 23:00)	Late Fringe (23:00 – 01:00)

Cost Share   Result Share   CPR

Daytime (09:00 – 16:00) stands out as the most effective time slot. Despite having more than four times the budget of Daytime, the Prime Time slot did not yield results comparable to Daytime and proved to be the least effective slot with high CPR values. Early morning investments appear to be much more effective.

Dayparts | All TV Efficiency Table

Daypart	Cost Share	Result Share	Cost Per Session (CPR)
Early Morning (06:00 – 09:00)	0.73	1.62%	225.4 $
Daytime (09:00 – 16:00)	15.09%	38.79%	193.4 $
Early Fringe (4:00 PM – 8:00 PM)	16.52	22.83%	359.6 $
Prime time (8:00 PM – 11:00 PM)	66.40	35.84%	920.7 $
Late Fringe (11:00 PM – 1:00 AM)	1.26	0.92%	677.8 $

The Early Morning and Late Fringe segments did not receive a significant share of the budget. The Early Fringe segment ranks 3rd in terms of efficiency and has a cost per unit below the TV campaign average.

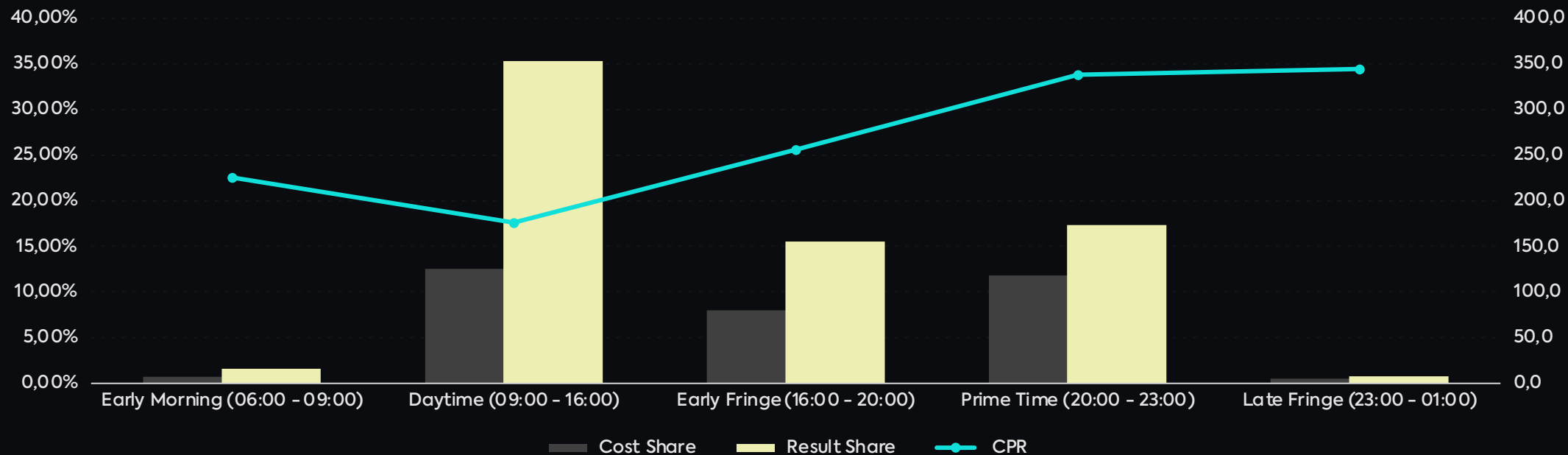Me▷ialyzer
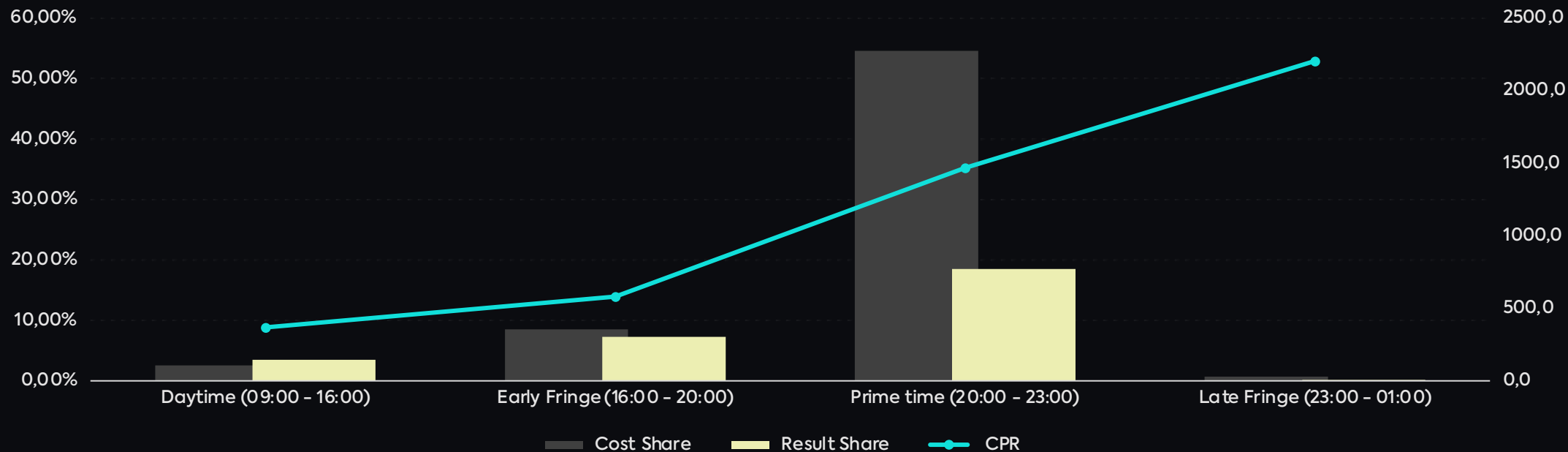
Dayparts | Measured

The highest investment appears to have been made in the PT band, Late Fringe investments are the least efficient, but the investment made is very limited.

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Dayparts | Measured Efficiency Table

Daypart	Cost Share	Result Share	Cost Per Session (CPR)
Daytime (09:00 – 16:00)	2.57	3.47%	368.3 $
Early Evening (4:00 PM – 8:00 PM)	8.49%	7.27%	580.8 $
Prime time (8:00 PM – 11:00 PM)	54.57%	18.47%	1,468.0 $
Late Fringe (11:00 PM – 1:00 AM)	0.73	0.17%	2,205.3 $

It was very wise to keep the investment in the Late Fringe segment below 1%. The efficiency observed in the earlier hours of the day can be turned into an opportunity in future campaigns.

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Dayparts | Thematic

Early Morning (06:00 – 09:00)	Daytime (09:00 – 16:00)	Early Fringe (16:00 – 20:00)	Prime Time (20:00 – 23:00)	Late Fringe (23:00 – 01:00)

Cost Share   Result Share   CPR

Thematic publications appear to be spread out over the day compared to Measured.

Me🅳ialyzer

Dayparts | Thematic Efficiency Table

Daypart	Cost Share	Result Share	Cost Per Session (CPR)
Early Morning (06:00 – 09:00)	0.73	1.62	225.4 ₺
Daytime (09:00 – 16:00)	12.52%	35.33%	176.2 ₺
Early Fringe (4:00 PM – 8:00 PM)	8.02%	15.56%	256.3 ₺
Prime time (8:00 PM – 11:00 PM)	11.82%	17.37%	338.4 ₺
Late Fringe (11:00 PM – 1:00 AM)	0.53	0.76%	344.5 ₺

Thanks to the positive impact of economic channels, the daytime slot is very productive.

MeDialyzer
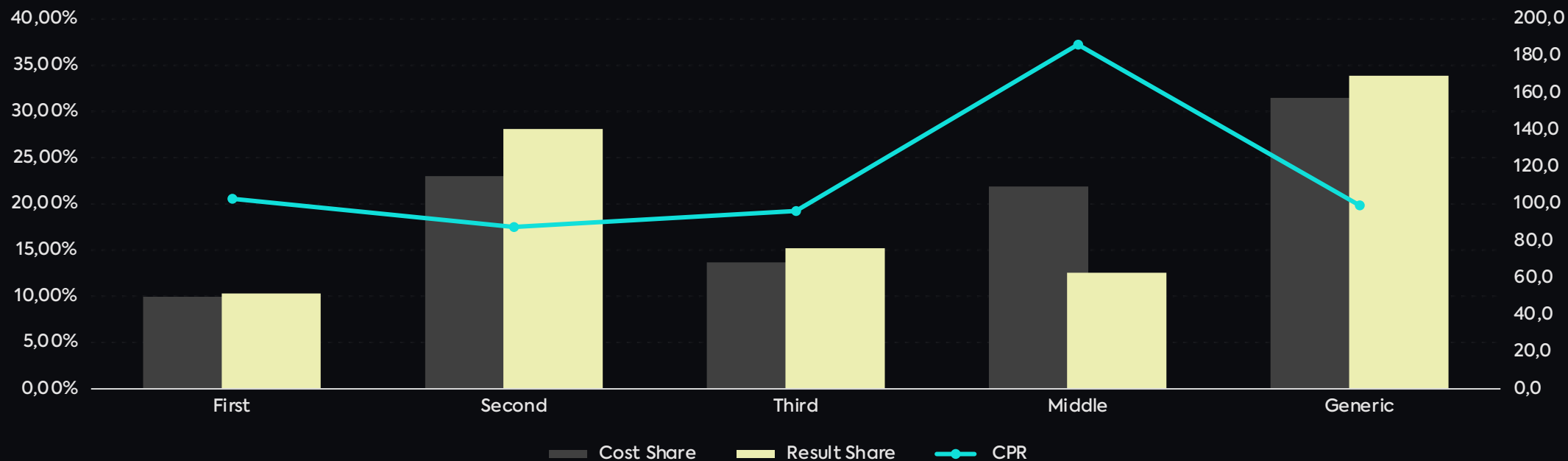
Positions

The inefficiency of the 'middle' position is striking. All other positions have similar levels of efficiency.
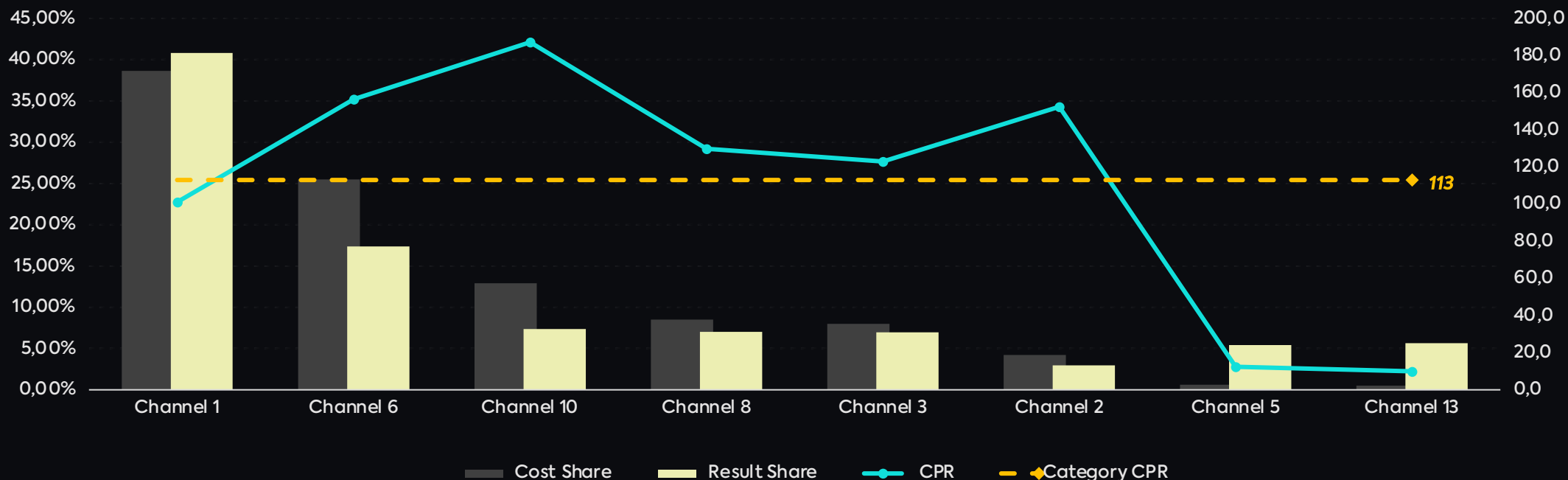
Cost Share   Result Share   CPR

MeDialyzer

Positions | Efficiency Table

| Position	Cost Share	Result Share	Cost Per Session (CPS)
First	9.93%	10.32	102.9 $
Second	23.02%	28.08%	87.5 $
Third	13.69%	15.21%	96.2 $
Middle	21.87%	12.55%	186.2 $
Generic	31.49	33.85%	99.4 $

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Thematic/Measured
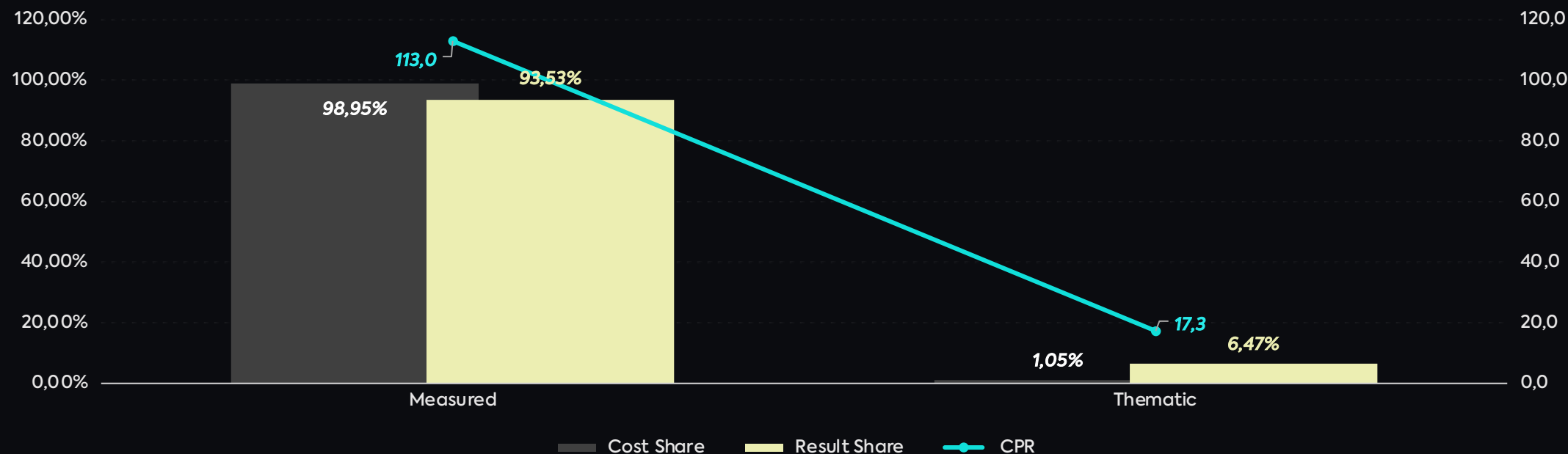
98.95% of the budget has been allocated to measured channels. Thematic channels appear to be much more efficient. Performance can be observed by allocating a higher share of the budget to thematic channels.

MeDialyzer

TV Channels – Measured

The efficiency of Channel 5 and Channel 13 stands out compared to other measured channels. Furthermore, despite receiving a large share of the budget, Channel 1 is the most efficient channel among the 7 major channels. Channel 10 appears to be the least efficient channel among the 7 major channels.
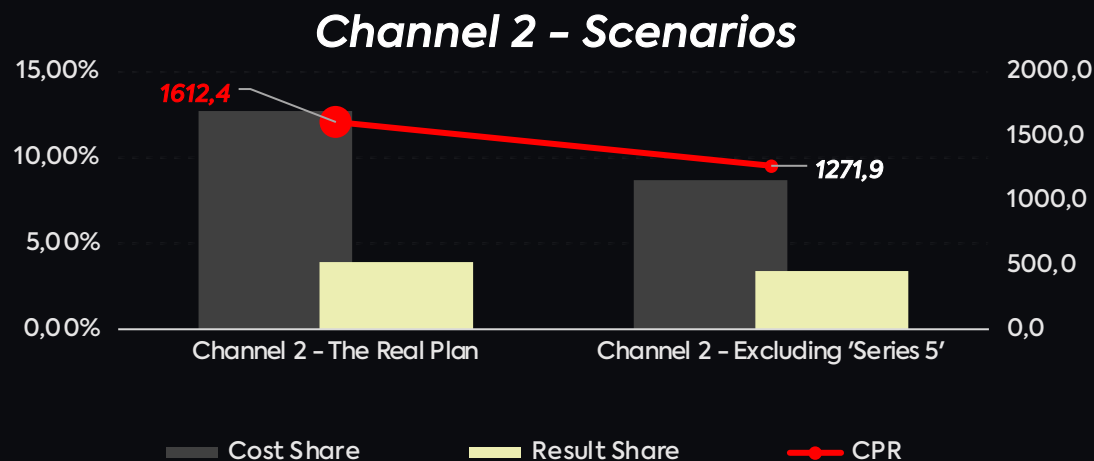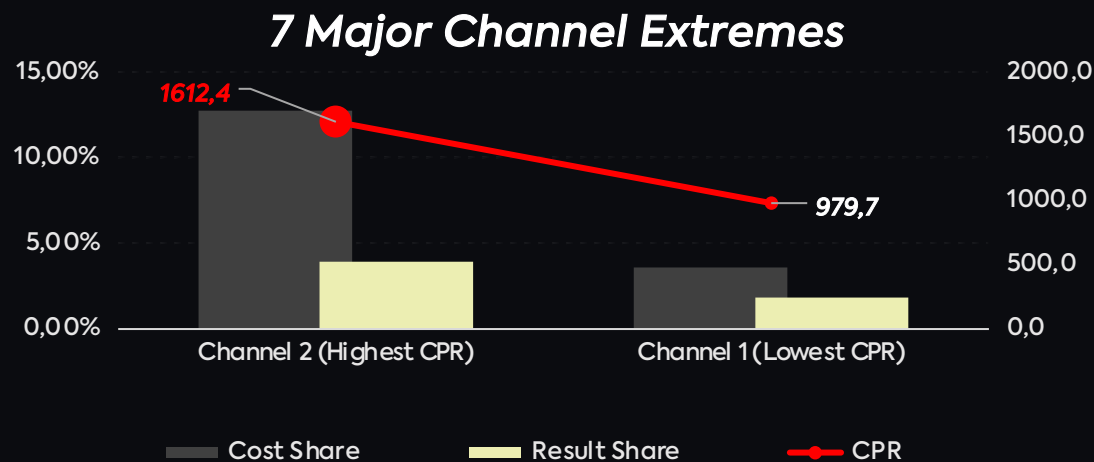
TV Channels – Measured | Spotlight
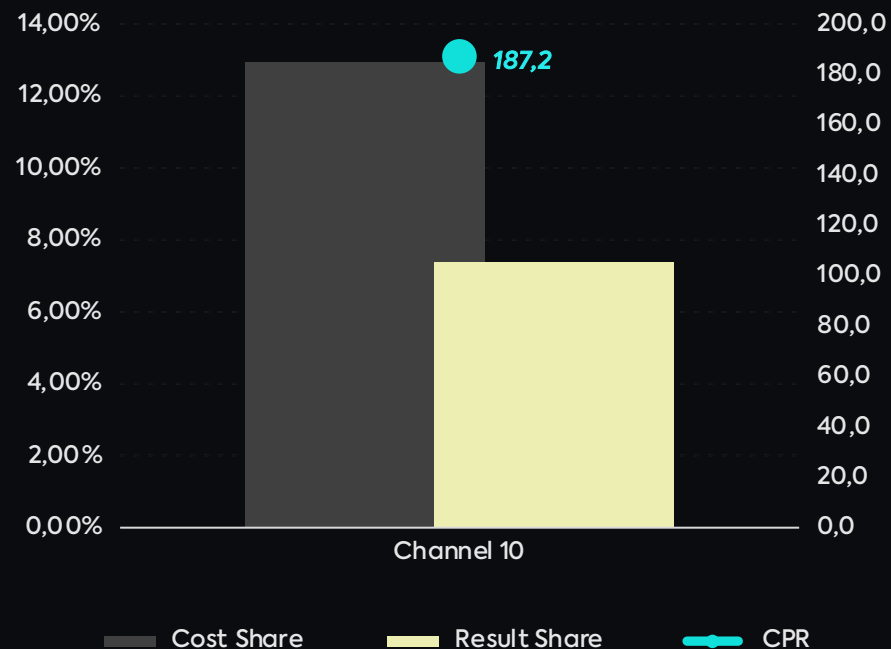
Program	CPR
PROGRAM X	51 $
PROGRAM Y	231.3 $
PROGRAM C	200.6 $
PROGRAM E	147.9 $
PROGRAM Q	224.3 $

Chart (left): Channel 10 — Cost Share, Result Share, CPR = 187,2

Legend: Cost Share | Result Share | CPR

The high inefficiency of Channel 10 series is the main reason why the channel's overall cost per result is higher than other measured channels.

Medialyzer

TV Channels – Measured | Spotlight

7 Major Channel Extremes

- Cost Share
- Result Share
- CPR

1612,4
979,7

Channel 2 (Highest CPR)
Channel 1 (Lowest CPR)

Channel 2 – Scenarios

- Cost Share
- Result Share
- CPR

1612,4
1271,9

Channel 2 – The Real Plan
Channel 2 – Excluding 'Series 5'

The Difference Makers

Channel/Program	Local Cost Share*	Cost Per Session (CPR)
Channel 2/Series 5	31.6	3,824.7 $

31.6% of investments made in Channel 2 were made in the 'Series 3' series. Considering that the series ranked first in terms of its share of the channel's internal budget, with a cost per session of *3,824.7 $*, it alone was sufficient to negatively impact Channel 2's performance. The TV plan scenario without investment in the series is 21% more efficient.

*In this table, Local Cost Share refers to the share of the budget allocated to the relevant program within the channel's budget.

Medialyzer

Channel	Cost Share	Result Share	Cost Per Session (CPS)
Channel 13	0.52	5.63%	10 $
Channel 5	0.63%	5.42%	12.5 $
Channel 1	38.65%	40.80%	101.2 $
Channel 3	8.00%	6.95%	122.9 $
Channel 8	8.54%	7.02%	129.9 $
Channel 2	4.20%	2.95%	152.4 $
Channel 6	25.48%	17.40%	156.4 $
Channel 10	12.93%	7.37%	187.2 $

TV Channels – Measured | Efficiency Table

Me▷ialyzer

TV Channels – Thematic
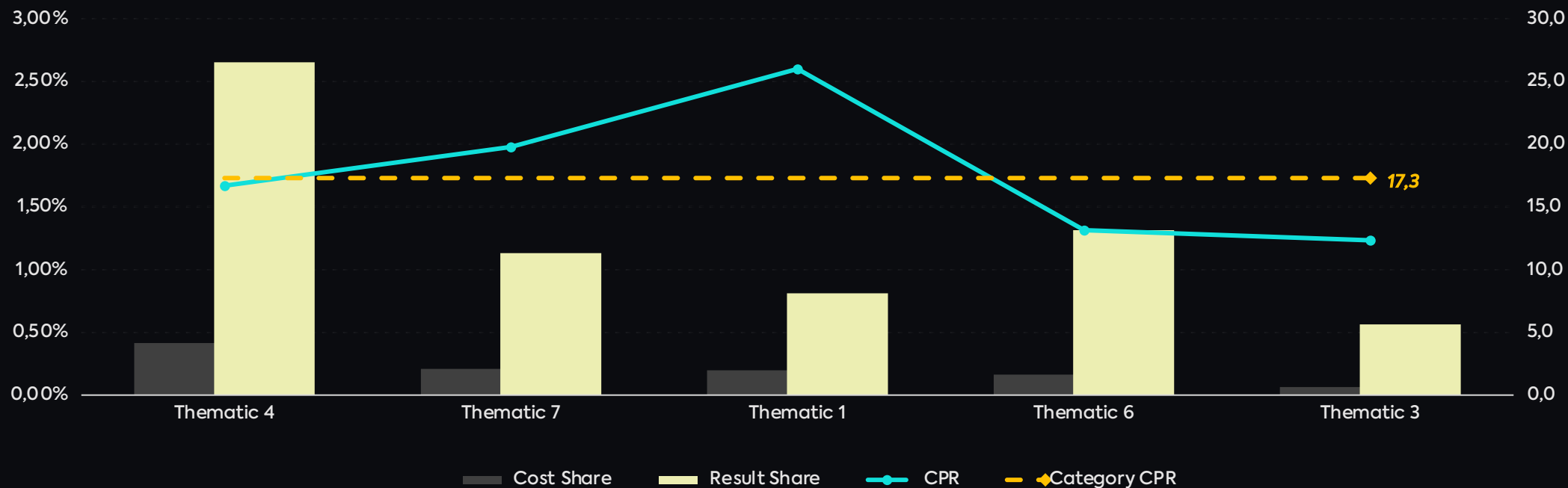
Thematic 3 appeared to be the most efficient channel among the thematic channels. Thematic 1, which invested in a single program (*Program P with John Doe*), turned out to be the channel with the highest cost per result.

Channel	Cost Share	Result Share	Cost Per Session (CPS)
Thematic 3	0.07	0.56	12.3 $
Thematic 6	0.16%	1.31%	13.2 $
Thematic 4	0.41%	2.65%	16.7 $
Thematic 7	0.21%	1.13%	19.8 $
Thematic 1	0.20	0.81%	26.0 $

TV Channels – Thematic | Efficiency Table

Me▷ialyzer

Programs | Efficiency Table – Top 10 Budget Share

Position	Cost Share	Result Share	Cost Per Session (CPS)	Channel
Program 7	19.72	20.12	104.7 $	Channel 1
Series 33	11.21%	7.57%	158.1 $	Channel 5
Program 21	8.31%	6.02%	147.5 $	Channel 6
Series 2	7.98%	4.42%	192.7 $	Channel 5
Daytime Slot 4	7.04%	7.96%	94.4 $	Channel 1
Sports 3	5.29%	2.59%	218.2 $	Channel 5
Series 16	4.71%	4.99%	100.8 $	Channel 1
Program 26	3.75%	4.46%	89.8 $	Channel 1
Series 4	3.74%	1.78%	224.3 $	Channel 10
Daytime Slot 2	3.58%	3.45%	110.8 $	Channel 3

MeDialyzer
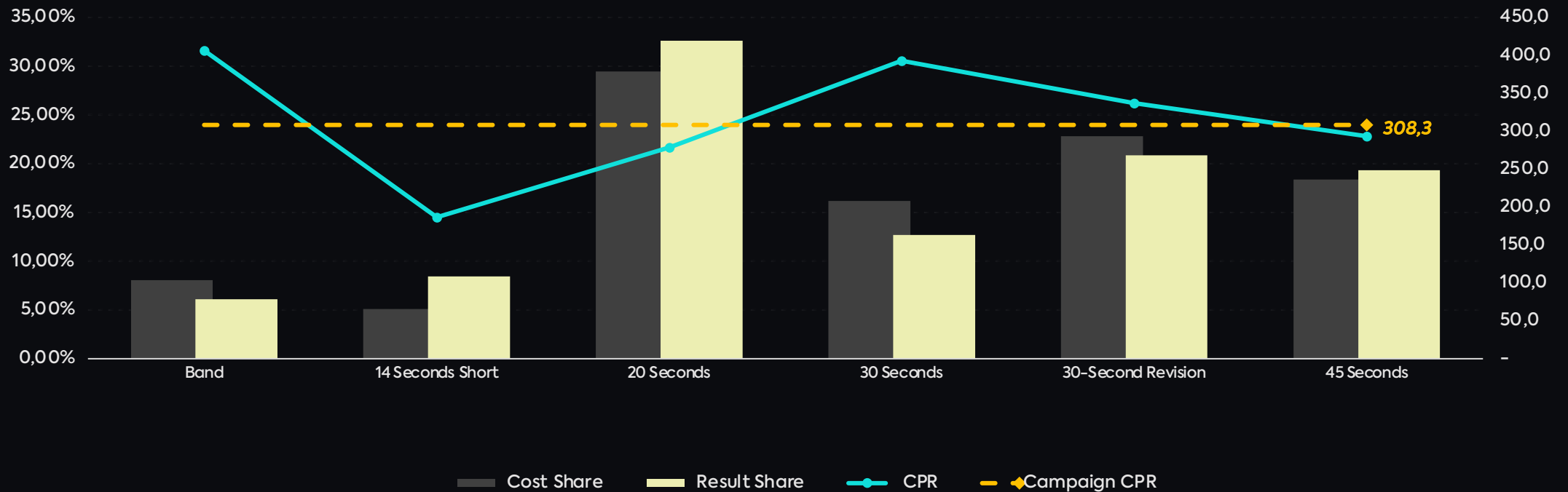
Creatives

The 14-second short ad copy stands out as the most effective. The 30-second creative revision performed better.

General Findings | TV

A higher share of the budget can be allocated to the pre-Prime Time slots.

The share of the budget allocated to thematic channels can be increased and their performance monitored.

On Saturdays, higher investments can be made in pre-Prime Time slots in particular, and the results can be monitored.

More space could be allocated to premium advertising positions instead of mid-roll advertising positions.

MeDialyzer

Radio

Cost Share and Result Share are calculated based solely on Radio investments.

Me▷ialyzer

Total GRP

Total Cost

–

1,125,932$

Your Brand
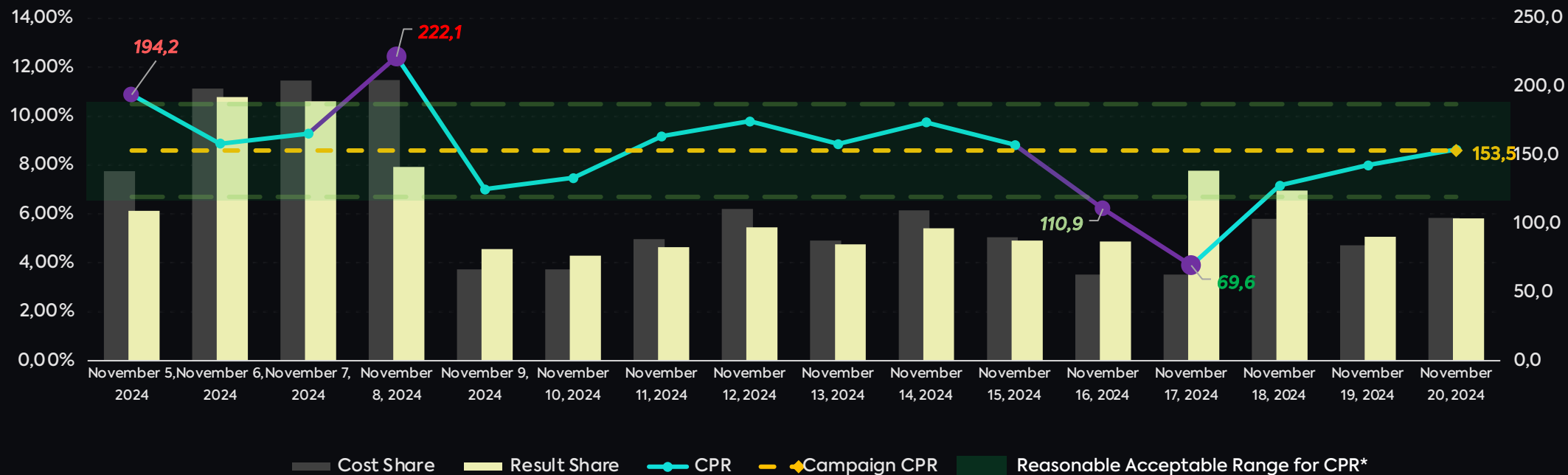
1,032
Spots Aired

26,036
Session Count

53.5$
Cost per Session

Medialyzer

Daily Change Analysis

The high CPR on the first day is similar to TV, indicating that the message has not yet reached consumers.

*Reasonable Acceptable Range for CPR: The range formed by values within +-1 standard deviation of the campaign CPR value.

Most Important Days

Type	Day	Investment	Number of Sessions	Cost Per Session (CPS)
Maximum Spend	November 8, 2024	202,304 $	911	222.1 $
Highest Result	November 6, 2024	196,057 $	1,238	158.4 $
Most Efficient Day	November 17, 2024	62,128 $	892	69.6 $

November 8, 2024, was the day with the highest spending. The day with the most results was November 6.
November 17, 2024, was the most productive day.

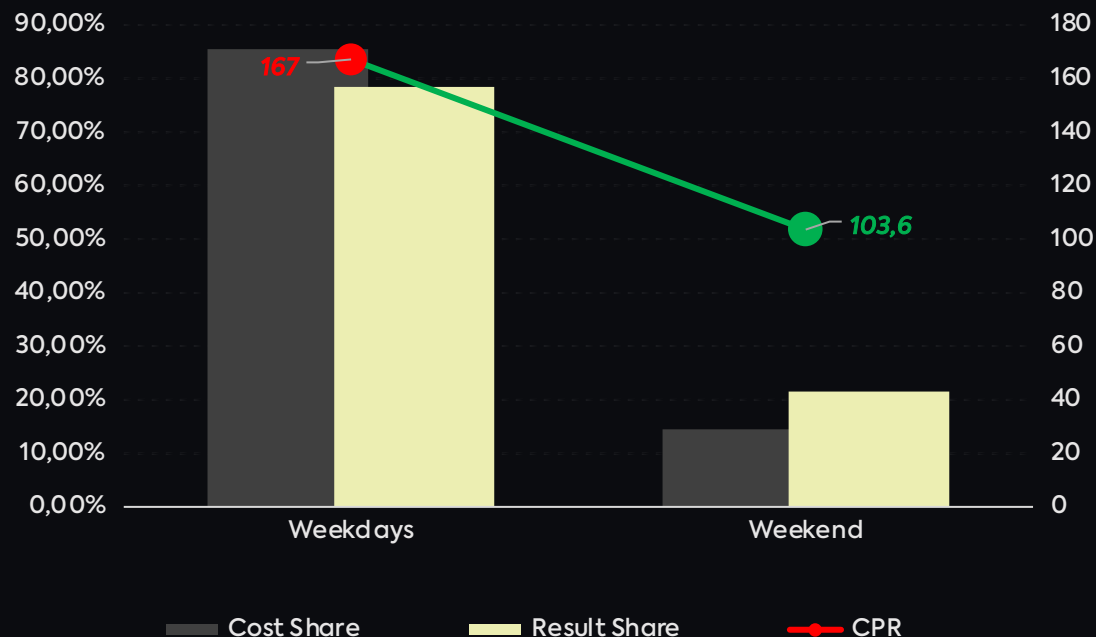MeDialyzer
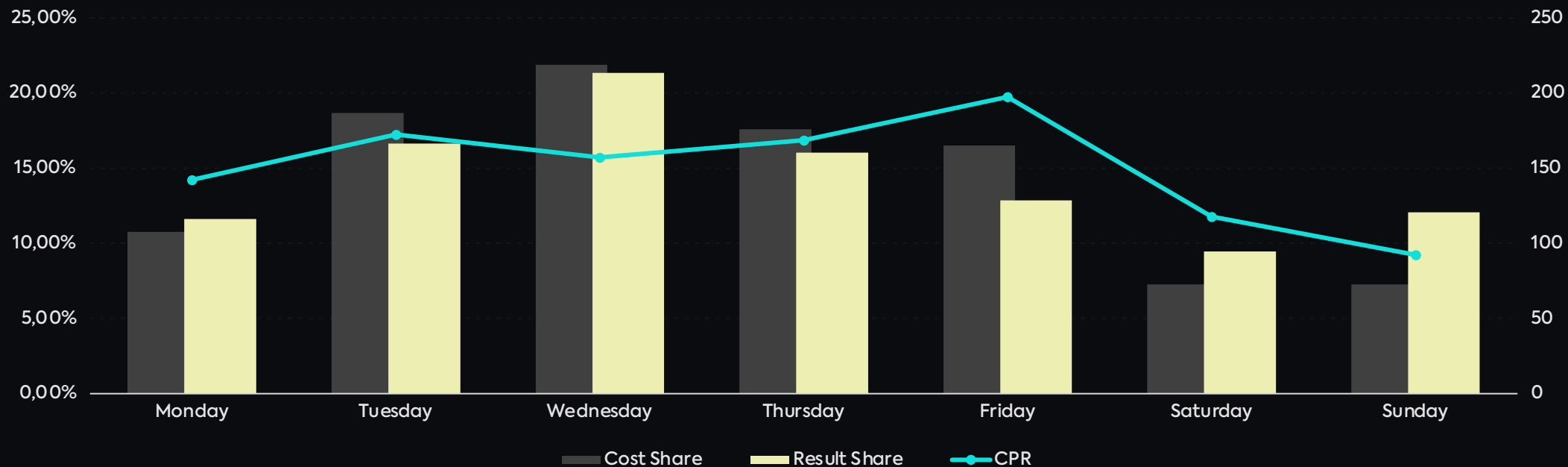
Days of the Week

A low budget has been allocated for radio over the weekend, parallel to TV. However, unlike TV, radio appears to be effective over the weekend.

Days of the Week | Spotlight

The Difference Makers

Weekdays / Weekends

Weekdays/ Weekends	Cost Share	Result Share	Cost Per Session (CPR)
Weekdays	85.48	78.49	167 ₺
Weekend	14.52%	21.51%	104 ₺

While there are almost no Early Morning investments on weekends, 33% of the weekday budget is allocated to this segment. This segment, which has an inefficient performance overall in the campaign, plays a significant role in the performance difference between weekdays and weekends.

Days of the Week | Productivity Chart

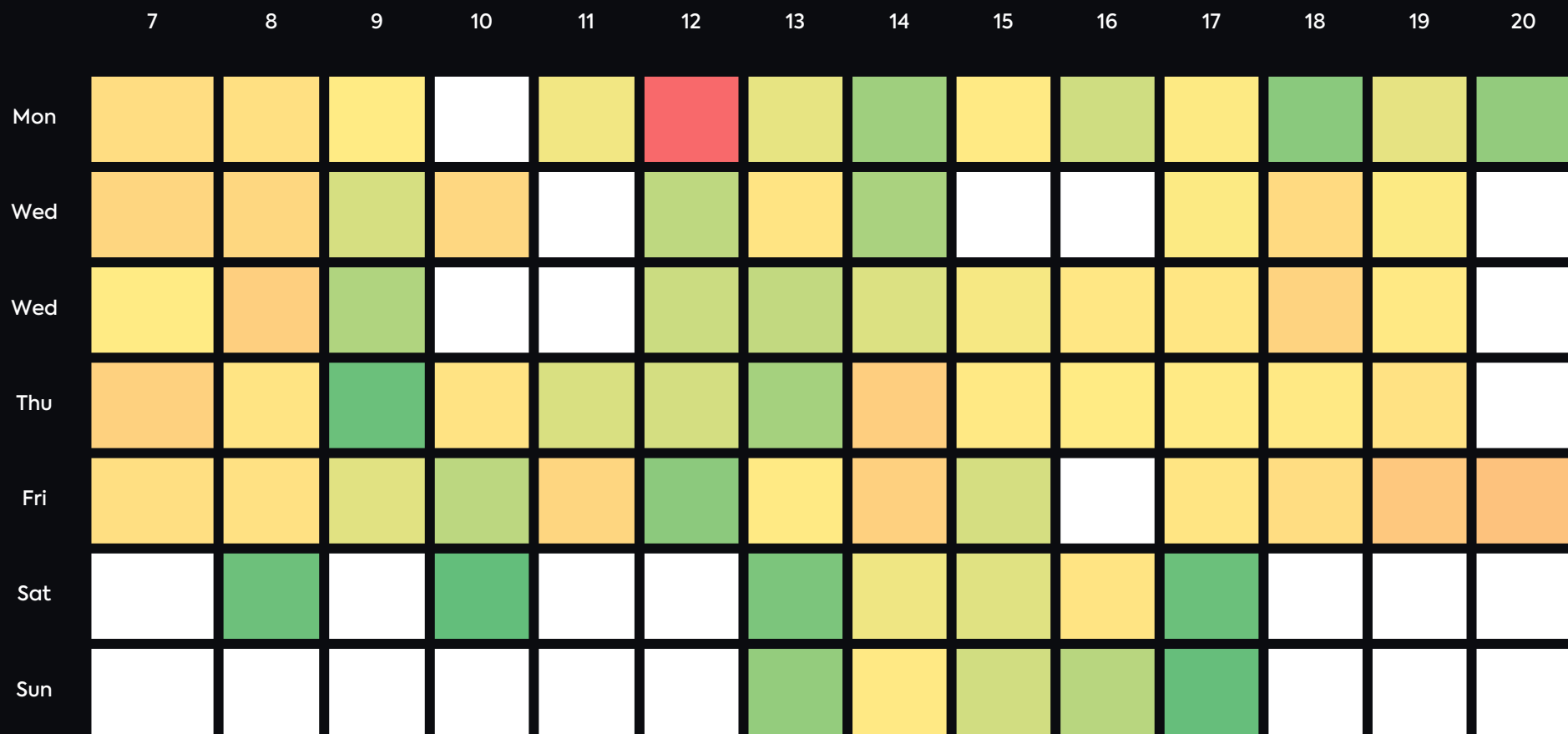| Day of the Week	Cost Share	Result Share	Cost Per Session (CPR)
Monday	10.77%	11.62%	142 $
Tuesday	18.68%	16.64%	172 $
Wednesday	21.89%	21.36%	157 $
Thursday	17.61%	16.03%	169 $
Friday	16.53%	12.85%	197 $
Saturday	7.26%	9.45%	118 $
Sunday	7.26%	12.06%	92 $

Wednesday is the day that receives the highest share of the budget and yields the most results, just like on TV. Friday stands out negatively from the other days.

Medialyzer

Hours of Day

Cost

Result

Cost cells appear to be less uniformly distributed than Result cells, similar to the TV side. The periods between 7:00 AM and 9:00 AM and 5:00 PM and 8:00 PM are periods of intensive investment. When examining the uniform distribution of Result cells, it is seen that intensive investment does not always yield the most intensive results.
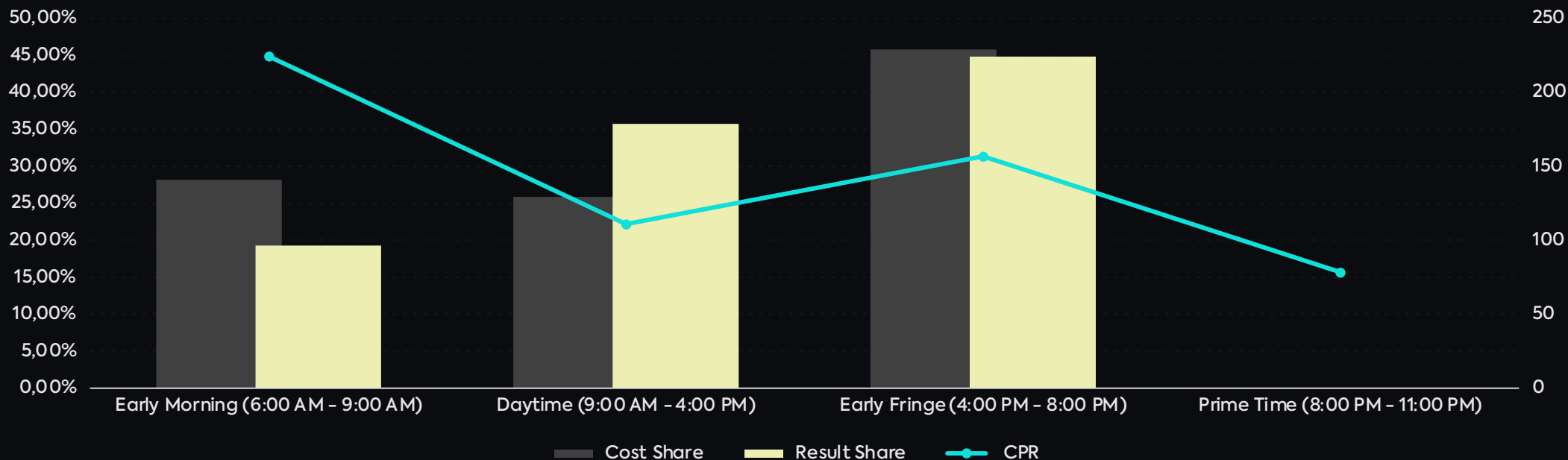
Dayparts

Chart axes (left): 0,00% · 5,00% · 10,00% · 15,00% · 20,00% · 25,00% · 30,00% · 35,00% · 40,00% · 45,00% · 50,00%

Chart axes (right): 0 · 50 · 100 · 150 · 200 · 250

Categories: Early Morning (6:00 AM – 9:00 AM) · Daytime (9:00 AM – 4:00 PM) · Early Fringe (4:00 PM – 8:00 PM) · Prime Time (8:00 PM – 11:00 PM)

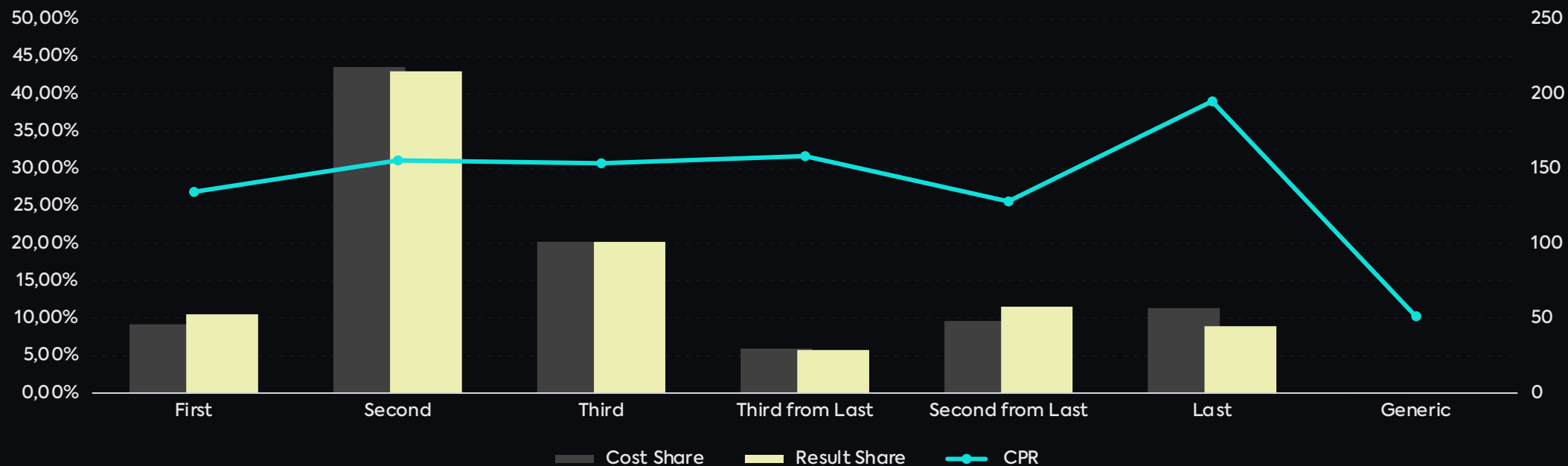**Legend:** Cost Share · Result Share · CPR

Daytime (09:00 – 16:00) stands out as the most productive time slot. The Early Morning slot has proven to be the least productive, reflecting the negative early morning effect we frequently observe in your industry.

Me⏵ialyzer

Dayparts | Efficiency Table

Daypart	Cost Share	Result Share	Cost Per Session (CPR)
Early Morning (6:00 AM – 9:00 AM)	28.23%	19.30%	224 $
Daytime (9:00 AM – 4:00 PM)	25.88%	35.77%	111 $
Early Fringe (4:00 PM – 8:00 PM)	45.85%	44.85%	157 $
Prime time (8:00 PM – 11:00 PM)	0.04%	0.08%	78 $

Early Fringe stands out as the time slot with the highest investment and the most results. Prime Time, which appears to be the most efficient mathematically, can be disregarded in this analysis as it only has a total of 2 spots.
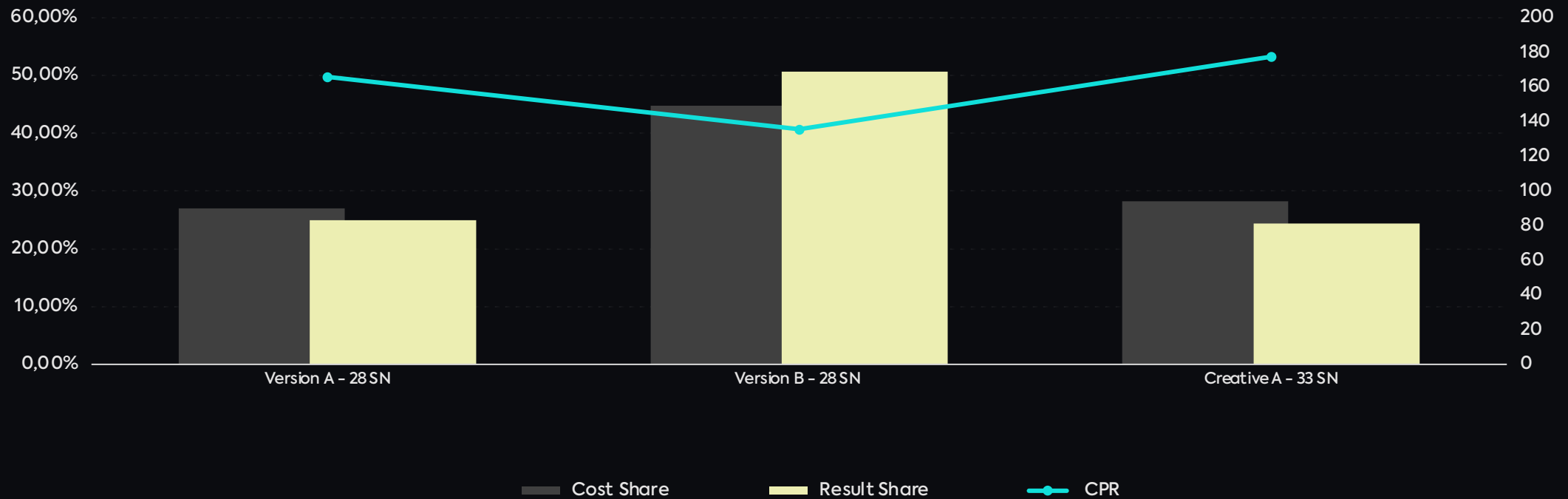
Medialyzer

Positions

Investments in the 'last' ad position have been slightly less effective compared to the others. However, the results are quite close to each other.

Positions | Efficiency Table

Position	Cost Share	Result Share	Cost Per Session (CPS)
First	9.23%	10.54%	134 $
Second	43.61%	43.01%	156 $
Third	20.23%	20.20%	154 $
Third from last	5.92%	5.73%	159 $
Second from the bottom	9.66%	11.56%	128 $
Last	11.34%	8.92%	195 $
Generic	0.02%	0.05%	51 $

Generic spots have taken up almost no share of the budget.

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Creatives

Chart showing Cost Share, Result Share, and CPR for three creative versions.

	Version A – 28 SN	Version B – 28 SN	Creative A – 33 SN

Legend: Cost Share — Result Share — CPR

Y-axis left: 0,00%, 10,00%, 20,00%, 30,00%, 40,00%, 50,00%, 60,00%
Y-axis right: 0, 20, 40, 60, 80, 100, 120, 140, 160, 180, 200

The creatives in your radio campaign are similar in length. However, the longer version of these seemingly similar copies appears to be less effective than the others, mirroring the results seen on TV.
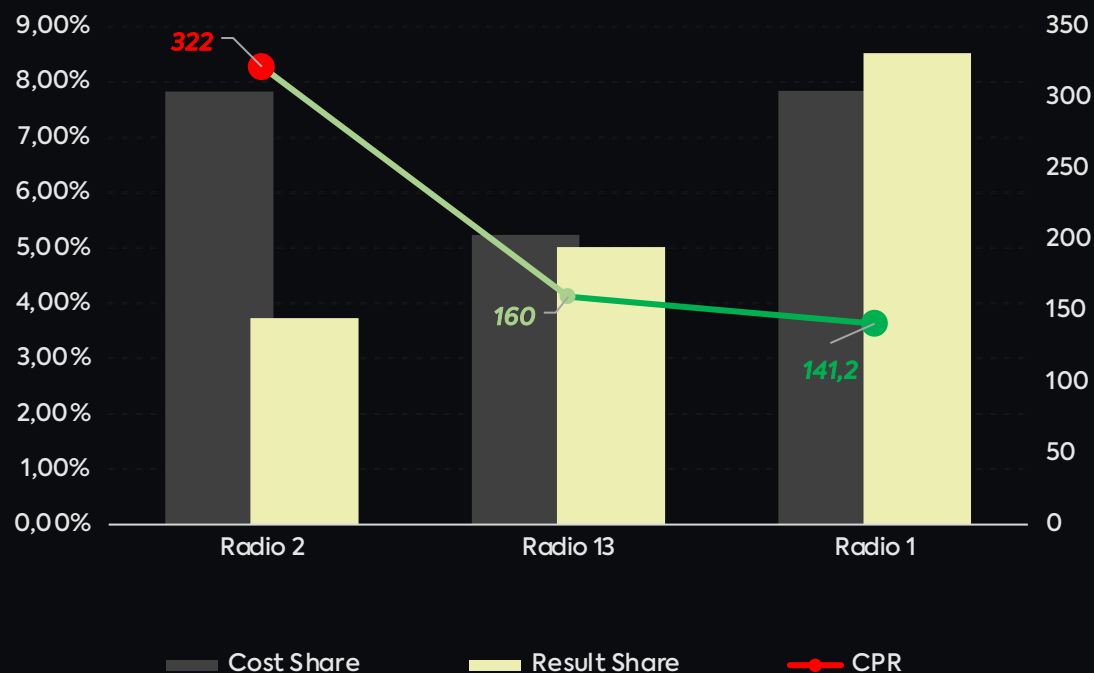
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Radio Channels

Cost Share	Result Share	CPR	Category CPR

153,5
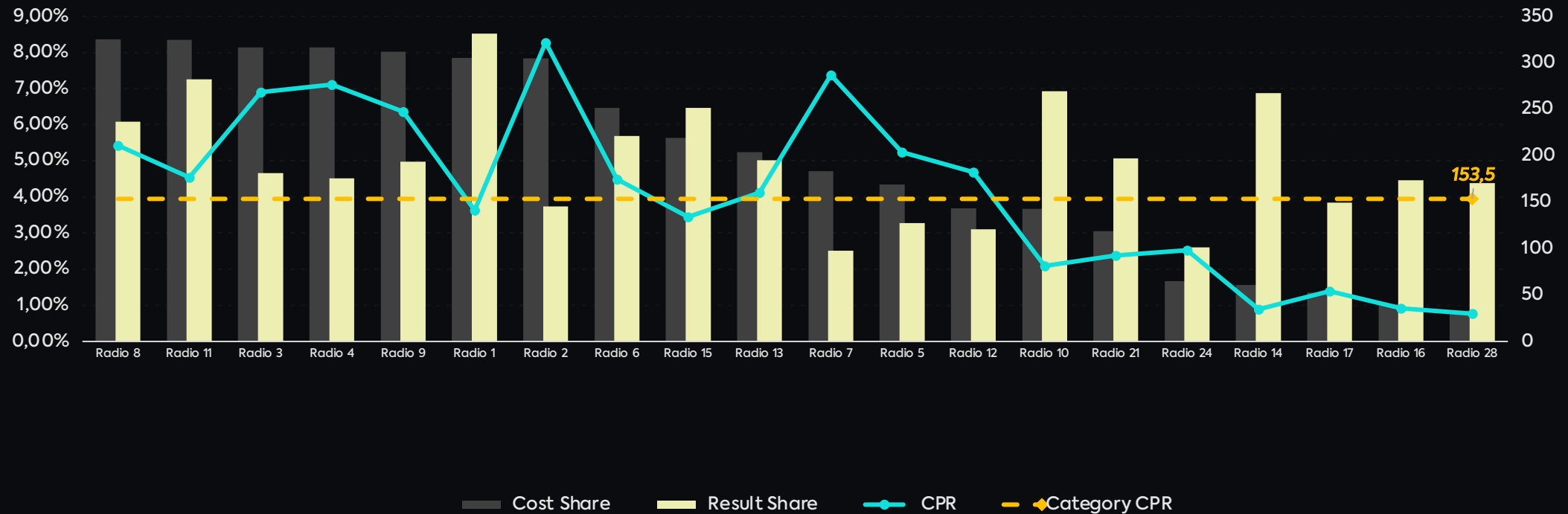
Unlike the image of thematic sports channels on TV, the positive image of sports radio stations in the radio medium is noteworthy. Radio 2 has been the least effective radio channel.

Radio Channels | Spotlight

The Difference Makers

Music Radio Stations – 2 Efficient 1 Inefficient Sample

Chart legend: Cost Share | Result Share | CPR

Data points: 322, 160, 141,2

Categories: Radio 2, Radio 13, Radio 1

Left axis: 0,00% to 9,00%
Right axis: 0 to 350

Unlike the other two radio stations in the sample, Radio 2's inability to perform on Saturdays and during the Early Fringe time slot created a performance difference. The 'Music R' program negatively impacted Radio 2's average cost per result during the specified time slot and day.

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Channel	Cost Share	Result Share	Cost Per Session (CPR)
Radio 8	8.37%	6.08%	211 $
Radio 11	8.36%	7.26%	177 $
Radio 3	8.14%	4.66%	268 $
Radio 4	8.14%	4.52%	276 $
Radio 9	8.03%	4.98%	247 $
Radio 1	7.84%	8.52%	141 $
Radio 2	7.83%	3.73%	322 $
Radio 6	6.47%	5.68%	175 $
Radio 15	5.64%	6.47%	134 $
Radio 13	5.24%	5.01%	160 $
Radio 7	4.71%	2.52%	287 $
Radio 5	4.35%	3.28%	204 $
Radio 12	3.68%	3.10%	182 $
Radio 10	3.68%	6.93%	81 $
Radio 21	3.05%	5.07%	92 $
Radio 24	1.67%	2.61%	98 $
Radio 14	1.56%	6.88%	35 $
Radio 17	1.35%	3.84%	54 $
Radio 16	1.04%	4.47%	36 $
Radio 28	0.85%	4.39%	30 $

Radio Channels | Efficiency Table

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Programs - Radio | Efficiency Table - Top 10 Budget Share

Program	Cost Share	Result Share	Cost Per Session (CPS)	Channel
Weather	5.77%	4.78%	185 $	Various Channels
Wake-Up Service	5.19%	5.46%	146 $	Various Channels
Music	3.42%	3.64%	144 $	Various Channels
Radio 3 Online	2.87%	1.55%	284 $	Radio 3
Comedy Show	2.81%	1.59%	272 $	Radio 8
John Doe with Sunrise	2.27%	0.86%	403 $	Radio 4
Good Morning R	2.21%	0.97%	348 $	Radio 6
News with John Doe	2.19%	0.68%	496 $	Radio 1
John Doe with Music Fun	1.99%	1.45%	210 $	Radio 2
Music Delight	1.90%	3.86%	76 $	Radio 12

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General Findings | Radio

Unlike TV, radio seems more efficient on weekends. Its budget could be increased.

Sports channels are extremely efficient, and their budget may increase.

Morning Drive Time is the least productive time slot, investments may decrease.

MeDialyzer

Who we are?

We are a team of tech and media enthusiasts rethinking how advertising impact is measured. Our journey began with the realization that TV campaigns were still relying on outdated, quantity-driven methods. Today, we empower advertisers with smarter, AI-driven tools to understand where their growth really comes from.

At Medialyzer, we combine data passion with cutting-edge technology. Our AI TV Planning Agent Lyzio brings automation and intelligence to TV planning, while our Marketing Mix Modeling expertise helps brands see the bigger picture of media and market dynamics.

Alongside these, our trusted solutions TV Attribution and TV Tracking continue to provide real-time insights and transparency in campaign performance.

We are driven by experimentation, continuous learning, and the energy of our talented team. Medialyzer remains devoted to building innovative products, improving media effectiveness, and creating one of the best workplace experiences in the industry.
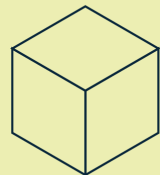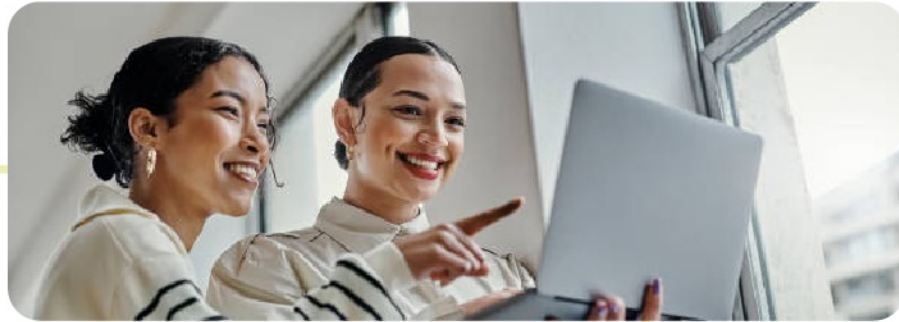
**all in one
measurement tool
for tv ads**
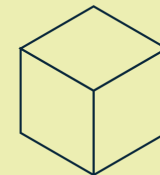
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Thank you

Enrich your media planning with Medialyzer's strong insights and increase your efficiency

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