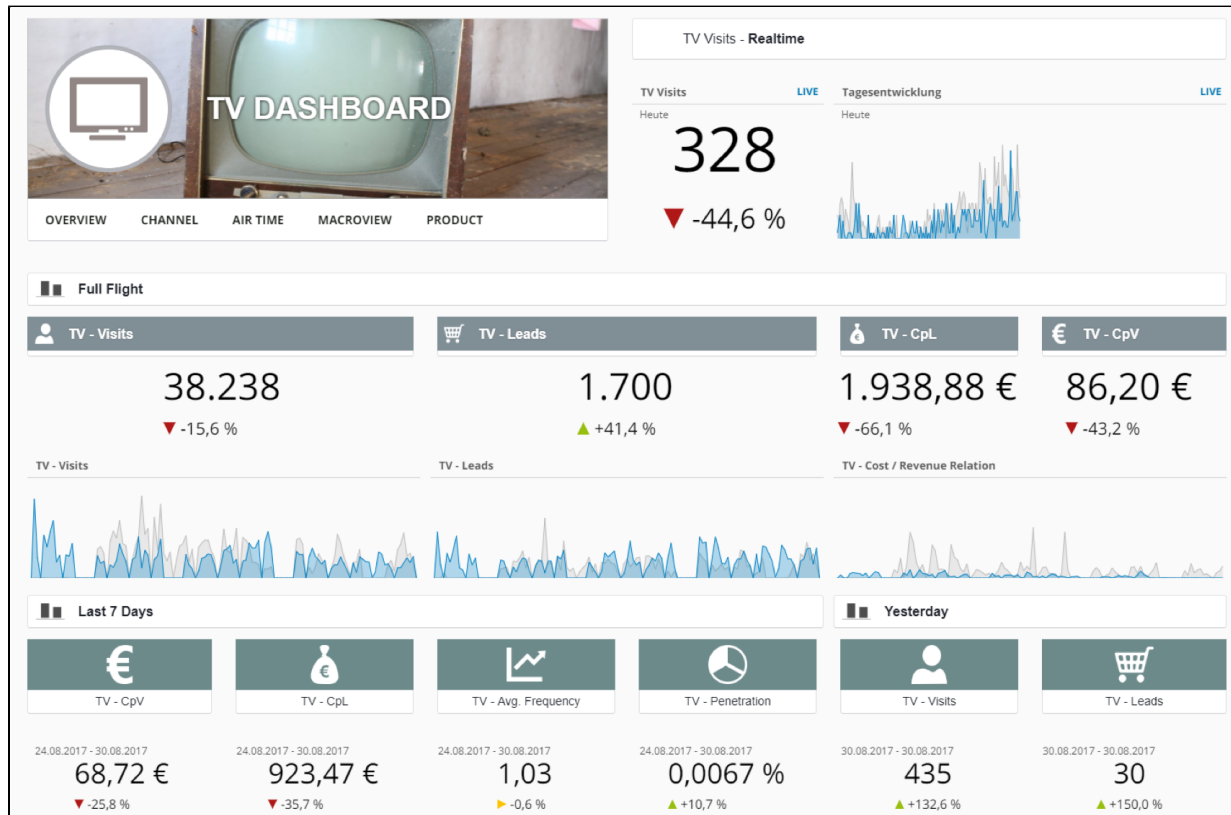


# Documentation: Webtrekk TV Analytics

The documentation for TV Analytics is now available.

With Webtrekk TV-Tracking you can identify and visualize the direct influence of TV advertising on your website presence and conversions. With the data-based knowledge about the relationship between TV usage and website traffic, you can optimize your cross-media marketing campaigns in a targeted manner.

TV tracking is made possible by assigning Internet visitors who become aware of your company or product through television advertising to a particular TV spot. The TV-induced traffic on your website is determined by using elaborated algorithms: Based on the binding broadcast times recorded in real time, analyses are carried out of all visitors who visit your site within a defined period after the TV broadcast or who have used a search with specific keywords defined by you beforehand. Relevant visitor numbers are calculated from the increase in website traffic after the TV spot has been broadcast compared to traffic before the broadcast.



This document contains the instructions for correct setup and shows you how TV tracking works and how to use it.

[Documentation: TV Analytics](#)

**Publishing date: April 1, 2019**