



From reach to revenue: How Comcast Advertising is helping to prove television's bottom-line impact with Mastercard

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Now, advertisers — big and small — can connect TV ad exposure to aggregated purchase behavior at the local level, and this is a breakthrough in a space that's traditionally been limited to national campaigns...

Dawn Williamson
Chief Revenue Officer, Comcast Advertising

Introduction

Comcast Advertising is a global leader in media and technology with a major footprint across the television and streaming landscape. Built on one of the industry's strongest sets of first-party data, Comcast Advertising has long been recognized for precision targeting and innovation in audience delivery.

To extend that leadership, the company partnered with Mastercard through its media measurement solution to bring performance-level insight to TV campaigns. The goal was simple: to give marketers clear, measurable proof of how television drives bottom-line impact, using insights they can trust.

The challenge: Closing the attribution gap

Advertisers know television is effective, but they want proof. A recent [Comcast Advertising study](#) with [AdExchanger](#)¹ found that 63% of advertisers would increase spend if they had clearer attribution linking television ad exposure to specific consumer actions or purchases.

Television remains one of the most powerful channels for brand building and driving outcomes. However, compared with digital, measurement and optimization have not kept pace. Comcast Advertising set out to change that by providing transparent attribution and privacy-focused insights to unlock television's full potential.

1. Source: AdExchanger. (2025, June 13). *Premium Video Performance*.



It's not just about reach — and brand awareness — anymore. It's about driving measurable business results advertisers can see, trust and act on.

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The execution

Comcast Advertising partnered with Mastercard to utilize data-driven purchase insights for TV campaign measurement. Through this collaboration, advertisers can link television exposure to Mastercard's real-world spend insights and understand financial impact across major categories such as travel, retail, home services, and furniture. The combined approach also gave teams the ability to optimize campaigns based on what drove incremental return on ad spend, turning television into a more precise and performance-oriented channel.

The results

A recent study across campaigns for five houseware and furnishing brands showed a three-fold return on incremental ad spend. The analysis confirmed the value of connecting television exposure with actual purchase behaviors.

The campaigns also delivered measurable performance lifts: sales increased by 7.3 percent while the ads were on air, transaction counts rose by 6.5 percent, and average transaction size grew by 2.4 percent.

Dawn Williamson, chief revenue officer at Comcast Advertising, said the partnership with Mastercard elevates how television advertising performance is measured, especially for local advertisers.

Key takeaway

Comcast Advertising and Mastercard are helping to advance television measurement. For advertisers looking to move beyond impressions and focus on outcomes, Mastercard provides attribution, purchase insights, and category-level visibility—helping improve attribution and unlock TV's potential as a performance channel.

7.3%

increase in sales while the campaign was on air

2.4%

increase in transaction size driven by advertising

6.5%

increase in transaction count driven by advertising

3x

return on investment for advertising spend



Contact us for more information

