

Engage Helps Improve Site Visits by 45% for a **DIRECT-TO-CONSUMER ADVERTISER**

BACKGROUND

A national D2C advertiser in the fitness/diet category needed to explore beyond direct-response tactics to using 1st party data to intelligently plan and manage linear TV investment. The primary KPIs were visits to home page and registration, as well as the audience delivery to ensure linear TV can still generate high awareness and deliver on the performance metrics that would lead to a positive ROI.

SOLUTION

Discovery Engage onboarded 1st party data and developed a highly targeted media plan across the Discovery network portfolio.

The advertiser separately activated a traditional age/gender TV campaign at the same time to augment overall TV reach and to use as a comparative benchmark on back-end attribution results.

RESULTS

- The Engage campaign contributed to +23% higher website visits
- For every thousand impressions delivered by the Engage campaign, the data-driven audiences drove +45% more visits to the home page than the traditional TV campaign
- The Engage campaign exposure resulted in +20% increase in registration
- +28% more registrations were driven per every thousand impressions delivered by the Engage campaign compared to the traditional TV campaign

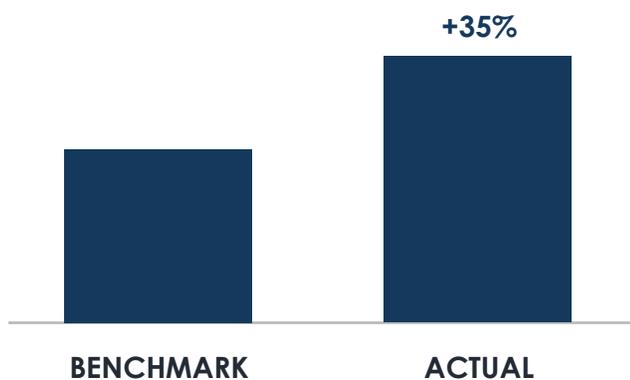
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ADDITIONAL INSIGHTS

The data-driven plan revealed opportunities outside the traditional TV network set and helped to expand the media plan by including two new channels. To further validate the efficiency of reaching the advanced audience target, Discovery Engage separately measured the concentration of the targeted audience between a traditional media plan and the data-driven plan by comparing impression delivery and eCPM

- The campaign over-delivered on advanced audience target by +35%
- The eCPM efficiency improved as a result, by -26%

ADVANCED AUDIENCE IMPRESSION DELIVERY



eCPM

