

TV-SYNCED FACEBOOK NEWS FEED ADS YIELD 60% LIFT

Driving second-screen engagement with Open Signals

Objective

An entertainment brand was looking to increase awareness and improve ROI for an upcoming launch. The campaign had to beat an average CTR and a target CPC in order to be deemed a success.

Strategy

A majority of US television viewers use social media on their smartphones while watching TV. This second screen provides advertisers with opportunities to:

- Engage consumers across multiple advertising channels at the same time
- Complement TV advertising with contextually relevant Facebook ads that maximize the reach and impact of their ad budgets

Civolution, the leading and largest

real-time ad recognition platform, recognizes TV Commercials in real-time with its SyncNow ad recognition technology. This TV ad data signal is then passed over to our **Open Signals API (Grand Prize Winner of Facebook's PMD Innovation Competition)**, where it is processed through a series of logic and instructions.

When a specific TV ad is recognized, our platform automatically deploys ads via the Facebook Exchange (FBX) within 2 seconds of receiving the signal from Civolution, with control groups for comparison. Audiences who are on Facebook while watching TV will receive a synchronized Facebook News Feed ad. This promoted social message is highly targeted and drives increased conversion and brand recollection.



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Results

Overall, TV synced ads, particularly on mobile, far exceeded the performance of the control group.

- **60% lift** in Facebook News Feed CTR versus the control group
- **35% lift** in News Feed CTR for ads targeted towards competitors' TV advertisements
- **8% lower CPC** for News Feed ad inventory



For more information
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