

SUCCESS STORIES

Applying 1st party data to TV planning

AMOBEE



21%

higher conversion rate on the client's website than the demo-based TV buy

THE CHALLENGE

A leading insurance provider's primary campaign KPI was to drive website conversions. Considering that the majority of the brand's marketing dollars were spent on TV, the brand needed to understand how their TV investments were driving website conversions and how Advanced TV planning could be utilized to increase website conversion rate.

THE APPROACH

It's rare for a hyper-specific group of consumers, such as website converters, to be grouped neatly into standard demographic buckets. Understanding this, Amobee ingested the client's 1st party website data to create an optimized Linear TV plan. Simultaneously, Amobee tagged the client's website to measure the conversion rates of the standard demo-based TV plan as well as the TV plan optimized toward reach audiences from their 1st party data.

RESULTS

The 1st party data TV plan delivered a 21% higher conversion rate on the client's website than the demo-based TV buy, proving the value of optimizing Linear TV investments to reach Strategic Target audiences based on 1st party data.



Client website

1st Party Data



Linear TV

Top use cases for 1st party data in Advanced TV planning

- eCommerce brands
- Direct to consumer brands
- Financial services, automotive and other high consideration brands
- Loyalty programs