Case Study
TalkTalk

Finecast increases TalkTalk's website traffic using a custom audience campaign with robust measurement via a new, bespoke measurement solution

12%
Of web traffic (sessions) during the campaign period attributed to Finecast*

+14%
Increase in website traffic (Sessions) vs. control-derived baseline*

£0.15
Cost per Incremental Session for the Finecast campaign

Background

In 2003, TalkTalk was founded with the aim of offering consumers more choice and better value. They have always stood out for challenging the status quo and launching first-of-a-kind products and services.

Today, TalkTalk's focus is on providing consumers with affordable and reliable fixed connectivity which includes broadband, fibre, and landline services.

Challenge

In an increasingly competitive market, TalkTalk wanted to continue innovating and adapting their strategy. Their key challenge was two-fold: to improve perceptions of their broadband product portfolio and to drive demand for those products, particularly Future Fibre.

They wondered if an audience-first strategy could drive KPI's and commercial outcomes, so they turned to Finecast for an addressable TV campaign that would drive traffic to their website and generate short-term sales.

Approach

TalkTalk wanted to reach people interested in the fastest broadband available, households with heavy internet usage, and households interested in internet bundle deals.

Finecast created bespoke audiences for TalkTalk's campaign based on a range of characteristics from likelihood of moving home in the next 12 months to families that watch a lot of movies. We used a variety of sources including YouGov, Experian, and Personicx, analysing the data and selecting the top indexing segmentations.

We then supplemented this with interest-based aggregated and anonymised transactional data transactional data from partners such as Mastercard to ensure we reached all aspects of TalkTalk's target audience.

To maximise attention, the campaign ran across all screens.

*A Session, as defined by Google Analytics, is a group of user interactions with your website that take place within a given time frame. For example, a single session can contain multiple page views, events, social interactions, and ecommerce transactions

Results

To measure the impact of the addressable TV campaign, Finecast partnered with AudienceProject to test a first-to-market, web uplift solution, enabled by Google Analytics data.

By using a unique in-market, control vs. exposed methodology, Finecast's bespoke web-uplift study determined that Addressable TV activity successfully drove incremental visits to TalkTalk's website and yielded the following results:

- 12% of website sessions that occur during the campaign period can be attributed to Finecast

- +14% uplift in website traffic compared to control-derived baseline levels

- The cost per (incremental) session is approximately £0.15

Results are measured across the campaign period via TalkTalk's own Google Analytics data, with robust comparisons between control and exposed regions, which are pre-defined and overlayed into campaign targeting.

> " **With the rollout of our Future Fibre product, the advanced geo-targeting Finecast provides had a significant impact on our ability to reach customers in the areas where Future Fibre is rolling out. This campaign successfully reached customers who were looking for our services and had a great impact on our website traffic.**
>
> Ben Cooper, Head of Marketing, TalkTalk

Our solutions

Finecast is the UK's leading addressable TV business, helping brands address premium, big-screen viewers as they fragment across an expanding universe of TV platforms.

Our solutions enable advertisers to precision target viewers across multiple on demand, linear and live streaming TV environments, whilst helping advertisers address hard-to-reach TV viewers through a single access point, with standardised and independent measurement.

Want to find out more? Get in touch here

ALL-SCREEN

Finecast's product delivering the most premium addressable TV inventory across all screens

acxiom.

experian.

CACI
EVER VIGILANT

Advanced segment data for accurate customer targeting

YouGov

Demographic data segments for qualifying target audience.

AudienceProject ≻=

Bespoke measurement study for Finecast using Google Analytics