



Addressable campaign drives increase in website traffic and revenue for The Cotswold Company



5%

Of online sessions during the campaign can be attributed to Finecast

5%

5% of revenue generated is attributed to Finecast

>56k

Online sessions attributable to Finecast campaign

Challenge

The Cotswold Company is a premium home and furniture retailer with 11 stores around England and a strong ecommerce presence which generates a large portion of their sales.

The brand first used Finecast in 2021 to improve awareness and consideration as a premium furniture brand. By using a combination of data partners, Finecast built a custom audience of people with interests in home furniture and home improvements, and the results demonstrated Finecast's ability to build brand awareness.

After a successful year of 'testing and learning' in 2021, The Cotswold Company wanted to better understand the efficiencies of their marketing budget. Their 2022 activity sought to assess Finecast's ability to drive consideration and intent.

Approach

The Cotswold Company partnered with Finecast to identify and reach their optimal target audience via addressable TV. To accomplish this, Finecast customised their audience profile using data from YouGov. This was then mapped to the highest indexing Experian & Acxiom targeting segments that indicated households with an interest in home furniture or who were likely to conduct home improvements in the next 12 months.

Finecast also overlaid aggregated and anonymised data from Mastercard for spenders on home furniture or home improvement stores, as well as Broadcaster and Acxiom data to further reach those high-income households.

Results

Like all Finecast campaigns, The Cotswold Company's results were independently measured. To gain insight into The Cotswold Company's measurement objectives, AudienceProject used campaign exposure data and Google Analytics conversion data to determine the impact of the Finecast campaign on web sessions, revenue, and pages viewed per session.

The results showed that Finecast drove the following uplifts:

Across the campaign period, Finecast drove:

- an **uplift of 4.87% in online sessions** vs. the control baseline
- A **5.57% increase in revenue** vs. the control baseline
- An **incremental uplift** of approximately **56.6k online sessions**

These results demonstrate how impactful a great creative can be when it's delivered to the right audience via the most trusted advertising medium there is. TV's brand building power is second-to-none. Doesn't your brand deserve to be on TV?



The impact that our Finecast campaign had on our web traffic and revenue showed us, once again, how important it is to get our creative in front of a receptive audience.

Kirsti Hughes, Head of Marketing, The Cotswold Company

● ALL SCREEN

Finecast's product delivering the most premium broadcaster VOD inventory across all screens



Advanced segment data for accurate customer targeting