



Finecast targeting drives strong results for new to TV advertiser Hyperoptic



97%

would consider purchasing Hyperoptic

25%

incremental orders that are attributed to Finecast

49%

increase in Intent to Purchase Hyperoptic plans

Challenge

A Uswitch survey* conducted in January 2022, showed that nearly 7 million households were “out of contract” with their internet providers, meaning that those customers could be overpaying for broadband to the collective total of approximately £1 billion. While, initially, this sounds like bad news for consumers, in fact, it heralds an opportunity to shop around for the best service, speed, and price for internet service. And for some lucky consumers, it’s an opportunity to consider Hyperoptic broadband.

Hyperoptic is a hyperfast broadband provider that’s been rolling out its services across a number of key UK locations. They turned to Finecast to raise brand awareness in areas where their service was available and to drive an uplift in interest, enquiries, and ultimately, sales.

New to TV advertising, Hyperoptic wanted to deploy their TV budget as cost effectively as possible; this meant delivering their ad only to those for whom their service was available. This made an addressable TV campaign with Finecast exactly the solution they were looking for.

Approach

As a challenger brand it was critical for Hyperoptic to impact both brand awareness at the top of the funnel and measurable business impact in terms of sales at the bottom of the funnel. Finecast built a bespoke audience using Hyperoptic’s client rollout data to find potential customers who were 18+ Adults and geo-targeted to ensure Hyperoptic’s creative was delivered only to postcodes where their broadband services were available.

To fully evaluate campaign effectiveness, Finecast employed two measurement studies; a Web Uplift Study and a Brand Uplift Study. For the former, Finecast partnered with AudienceProject to apply a bespoke solution using Google Analytics data to measure uplift on web-based KPIs in areas exposed to Finecast activity.

The Brand Uplift Study was powered by Kantar Profiles and used a control vs. exposed methodology to measure the campaign’s impact on brand metrics, like awareness.

Using Finecast’s addressable TV providing a single point of access to 100% addressable broadcaster quality inventory, Hyperoptic was able to deliver on brand building power with a high impact creative, combined with the precision of reaching a highly targeted audience.

Results

'Upper funnel' impact

The **Brand Uplift Study** showed impressive results with uplifts across all metrics for the exposed audiences, including:

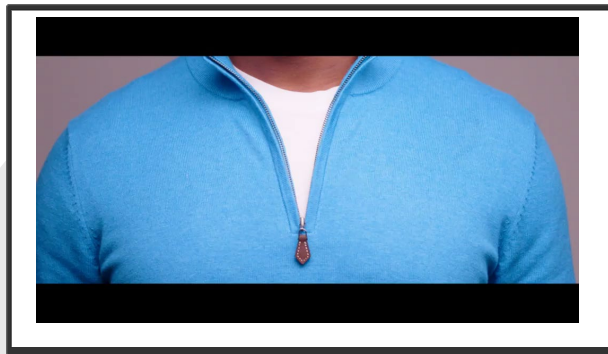
- **49%** increase in Intent to purchase
- A **20 point increase** in Brand Awareness
- **97%** would consider purchasing Hyperoptic
- **84%** took one or more action after viewing ad
- **98%** agreed that "Hyperoptic is a brand with a very good reputation when it comes to fast broadband speeds"

'Through the funnel' impact

The results of the **Web Uplift Study** demonstrate significant uplifts across a range of KPIs. Most notably, the following uplifts are driven by Hyperoptic's Finecast campaign:

- **+33%** in orders, equating to an incremental **~25%** in orders
- **+27%** in postcode searches, equating to an incremental **~21%** in searches
- **+30%** in sessions, equating to an incremental **~23%** of sessions that can be attributed to Finecast.

These results demonstrate that the campaign was very effective in enabling Hyperoptic to reach their target audiences, drive incremental sales and grow their customer base. They highlight the value of addressable TV, helping this new to TV advertiser maximise the return on their investment, and will help drive further innovation in planning and investment as their TV campaigns continue to evolve.



When we saw what Finecast could do, we knew we'd found the solution to our ambition (and challenge!) to put our brand on TV. It's been seamless getting our campaign planned and activated, and the measurement techniques give us the confidence to invest TV as a channel.

Jawad Safdar, Head of Demand Generation Marketing, Hyperoptic



Finecast's flagship product delivering the most premium broadcaster VOD inventory on the big TV screen



Independent analysis of Google Analytics data for accurate measurement of web uplift results.



Independent brand uplift study powered by Kantar Profiles.