

Success Story

iRobot

Finecast's innovative targeting delivers strong results across key brand metrics



78%

Likely to purchase
iRobot

82%

Positive emotional
response

4.4x

More likely to
recommend iRobot

Background

iRobot is the leading global consumer robotic vacuum company, designing and building robots that empower people to do more both inside and outside of the home. Their products include the award-winning Roomba® robot vacuum cleaner and the Braava® family of mopping robots.

in other countries, primarily with AV media channels. Research showed that the UK was a leading market for adoption of Smart Home products and with Roomba understanding more voice commands than any other robot, Amazon Alexa made a great partner in the UK market.

Challenge

Making the decision to change their business to online only (a well-timed move given the accelerated shift in shopper behaviour to ecommerce during, and after the Covid-19 pandemic), the main challenge was that, outside their core customer base, the brand was relatively unknown or understood in the UK, with a big gulf in brand metrics compared with other countries in Europe. iRobot needed to identify the target audience segments for whom robotic vacuum cleaning presented a valuable and effective cleaning solution and create a scalable media solution to begin driving awareness in UK, something the business has done successfully

Approach

Using Finecast's sophisticated targeting capabilities and the Finecast All Screen product, iRobot were able to utilise fully bespoke audience segments for ABC1 Families, aged 30-65.

Finecast worked closely with MediaCom team and iRobot to create a bespoke brand uplift study, powered by Kantar Profiles, that could track efforts back to business results. This was executed with a self-declared panel methodology who are asked "Opportunity-To-See" (OTS) media consumption questions to screen for the right respondents. Once screened through, a combination of Brand Awareness and Ad Recall was utilised to define control vs exposed viewers.



Results

The campaign was very effective in enabling iRobot to reach their target audiences.

The campaign achieved positive results overall, with Exposed groups showing uplifts across all metrics tested, including:

- The ad provoked a positive emotional response from over 82.4% of asset A and 83% of asset B exposed users.
- The number of exposed respondents likely to recommend the brand was more than 4.44x higher than that of the control.
- 77.4% of the exposed audience were likely to consider iRobot compared to 38% of the control.
- 78% of the exposed audience were likely to purchase iRobot compared to 40% in the control.
- 81% of the respondents are aware that you can control a robotic vacuum with Alexa.



The custom questions demonstrated that iRobot was able to drive positive brand sentiment and association with being an “exciting new product” that would “save lots of time and effort”, as well as convey key attributes about the Roomba® including being an “innovative” and “desirable” technology.

In terms of claimed action after seeing the ad, a whopping 83% took some kind of action indicating that Finecast Addressable TV was successful in helping iRobot reach their target audiences.

“

We were thrilled with the results from the Finecast addressable TV campaign. It has not only increased awareness and consideration of iRobot but also highlighted the compatibility of iRobot and Alexa.”

Katie Moore, Account Director – Mediacom

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 broadcaster VOD inventory across all screens

KANTAR

Independent brand uplift study powered by Kantar Profiles



Advanced segment data for accurate customer targeting

