

Success Story

eBay

Finecast's research demonstrates the power of relevance



13%

Felt utility was the key driver in perceived ad relevance

12%

Of over-55's felt functional elements are the primary drivers of relevance

.77

Correlation between how relevant they found the ad and how much they liked it

Background

Discovering the clear line between hyper-targeted ads, often viewed as intrusive and therefore unacceptable, and 'relevant' ads which, conversely, were seen as more acceptable and even desirable is critical for today's savvy marketer. The results of Finecast's Thinking Inside the Box research suggest that when an ad is perceived to be personally relevant it's likely to generate higher levels of engagement. Clearly, relevance is important. But what exactly does 'relevance' mean when it comes to advertising and which creative elements make an ad relevant to viewers?

Challenge

Finecast worked with eBay, a long time TV advertiser, to understand what speaks most powerfully to customers and potential customers, and to test and learn how relevance impacts the audience's perception or likelihood to convert or take an action.

Approach

Finecast spoke to a UK nationally representative sample of 1,500 people who had made an online purchase in the previous 12 months. Using a creative diagnostic approach, we tested two different eBay ads ('Black Friday' and '94 seconds') with the sample.

The first ad 'Black Friday' was aimed at short-term activation in relation to Black Friday sales and was focused on reaching a value-seeking audience. The second ad '94 seconds' was aimed at brand building and focused on telling a story about a couple and their journey through life.

In addition to typical campaign diagnostics of each ad, statistical techniques were used to understand the range of creative features driving the perception that the ads were relevant, which features were most important in making a TV creative feel relevant to a viewer and the relationship that a relevant creative had with other key brand metrics and call to action.



Results

4 in 10 felt the 'Black Friday' ad was relevant to them compared with a smaller 3 in 10 for the '94 Seconds' ad. Analysis indicated that the utility of the ad was the top factor driving the feeling of relevance in both instances, despite differences in the purpose and execution of each ad.

These findings indicate the need for ad creatives to work at the most fundamental level by communicating useful, helpful or valuable and timely information. Consumers value information that's relevant in the here and now (whether it relates to a coveted product or a discount) or for the near future.

When diving deeper into the factors that make an ad relevant, there were key generational and age differences at play. Analysing the importance of attributes by age group indicates that for the over-55s an ad's functional elements are the primary drivers of relevance. By contrast, younger audiences place relatively more importance on emotive attributes. This reinforces that really knowing your target audience, what makes them tick and what will speak to them directly is key to get the most from addressable TV advertising.



The strongest correlation in both eBay ads was between the relevance of an ad and how much respondents liked it. Relevance also correlated positively with a desire to see more TV ads from eBay, suggesting that a strong feeling of personal relevance is likely to create a brand connection that individuals are open to strengthening through further ad exposure. And it's not just in relation to campaign response and call to action that producing a highly relevant ad may pay dividends, as there is also a strong correlation between how relevant respondents found both the 'Black Friday' and '94 Seconds' ads and how positively they feel about eBay as a brand.



The picture this builds for advertisers is quite exciting – the possibilities for exploration into audiences and the content they are served is limited only by imagination (and budgets!) and it's when audience targeting and creative content work hand in hand that advertisers can see the maximum benefits of addressable TV.

Harry Harcus, UK MD, Finecast

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.

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



Demographic data segments for qualifying target audience

