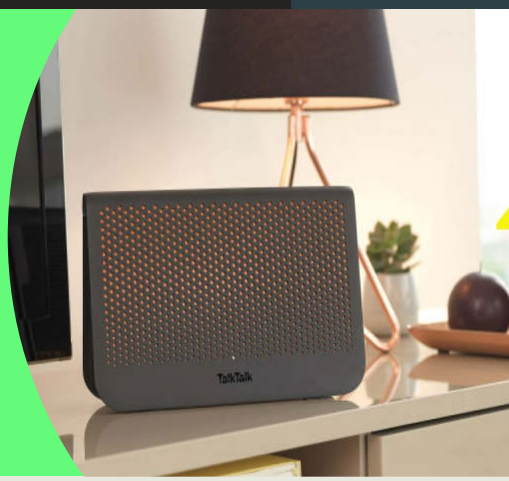
FINECAST

TalkTalk
For Everyone

Case Study

TalkTalk

Finecast drives cost-effective incremental reach over linear TV



+2.3%
Incremental reach vs. linear TV amongst viewers 18-34 years old

+1.3%
Incremental reach vs. linear TV for All Adults

£227k
Savings versus achieving the same reach via linear TV alone*

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

TalkTalk needed to increase its reach through their AV channels. As a commercially driven business, they wanted to understand the cost of achieving incremental reach above their linear TV campaign.

In this highly competitive broadband space, they also wanted to ensure that their strategy cut through the noise to drive awareness and consideration of their products. They knew that the power of TV could help them achieve these goals, so they turned to Finecast for help.

Approach

Finecast created a bespoke audience for TalkTalk's campaign by sifting through data from a variety of sources including YouGov, Experian, and Personicx, then validating that data and selecting the top indexing segmentations. We then supplemented this with interest-based first-party data from partners including Acxiom to ensure we reached all aspects of TalkTalk's target audience, including busy fibre homes, super streamers, and big bundlers.

Finecast set up a Total TV Measurement study powered by Audience Project to measure incremental reach versus linear TV, as well as a brand uplift study powered by Kantar to track brand metrics.

This strategy allowed TalkTalk and Finecast to plan a broad AV strategy that considered how to spend most effectively across all video platforms and reach the greatest representation of the target audience.

**as calculated by mSix&partners*

Results

The Finecast campaign was extremely effective at improving ROI, achieving a total cost saving of £227,000 versus the linear TV budget that would be required to achieve the same reach. This confirmed the initial hypothesis that Finecast would deliver broadcaster VOD that was more cost-effective at driving reach than spending high volumes on linear TV. This involved building a bespoke audience and executing it across the addressable TV landscape.

The result? Greater reach and more UK households exposed to TalkTalk's broadband offering.

Overall, the campaign delivered:

- +1.3% incremental reach across all adults
- +2.3% incremental reach across the 'hard to reach' audience of 18 – 34 years
- Total cost savings of £227,000* compared with running linear TV advertising alone.
- 29% uplift in brand consideration as measured in a Brand Uplift study facilitated by Kantar Profiles

> **We're thrilled with the results we got through running an addressable TV campaign with Finecast. We've realised that addressable TV offers more benefits than just great audience targeting; working with Finecast gave us access to premium content, a greater volume of inventory, and platforms that are helping us reach our goals.**
>
> 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

experian. CACI EVER VIGILANT

Advanced segment data for accurate customer targeting

YouGov

Demographic data segments for qualifying target audience

AudienceProject

KANTAR

Bespoke Finecast Total TV Measurement study & Brand Uplift study

* As calculated by mSix&partners