

Driving college basketball tune in



Key Insight: Receptive Audiences

The messaged audience that tuned in was more likely to fit the 25-34 age range, meaning that age group was receptive to the messaging. The client could focus future efforts on that audience.



Challenge

- The client needed to drive people to tune in to a college basketball game, and they planned to use digital video and display messaging.
- They also wanted confirmation that their messages were influencing tune in and a better understanding of which segments of their audience were tuning in.



Solution

- Through our partnership with DISH, we built an audience of college basketball viewers and removed a holdout group of the audience as a control.
- Then we delivered messages to the test group across all of their devices.
- Online impressions were matched to offline linear TV viewership for the game and compared to the holdout audience to determine tune in lift.



Results

7.6x

Tune in lift compared to holdout

0.97%

Tune in rate

\$6.50

Cost per tune in

\$8.50

Cost per incremental tune in