

# Driving TV Tune-In With Maximal Efficiency

A major cable network wanted to drive viewership for a returning hit show. They turned to Conversant to connect with the right audiences through digital marketing.

## CHALLENGE

With the premiere of a returning hit show coming up, the cable network needed to ensure a successful premiere episode and connect their digital marketing efforts to actual linear tune-in. They also hoped to learn about any correlations between tune-in and traditional KPIs. To do this, they partnered with Conversant because of our 200+ million consumer profiles, precise audience targeting and ability to measure impact across channels and devices.

## SOLUTION

First, we created a highly custom audience of potential viewers. It was built from exclusive tune-in data of 14 million subscribers from a leading set-top box provider, modeled against our industry-leading set of privacy-protected online and offline data.

We then executed an extensive digital marketing plan, delivering person-level video and display units with 96% cross-device matching accuracy. For each impression, we verified the recipient, confirmed that the content environment was high-quality and served the relevant ad, all within milliseconds.

The campaign reached known fans of the show plus millions of potential viewers. We created a holdout control group and sent all exposure files to our set-top box partner to measure actual tune-in to the premiere, as well as the next two episodes. This allowed us to understand who tuned in across multiple episodes.

## RESULTS

Measurement went beyond typical video metrics like CTR and VCR—allowing the network to see whether or not the people we messaged actually tuned in to the show. The messaged audience was:

**~3X**

more likely than the holdout group to watch the premiere

**2X+**

more likely than the holdout group to tune in live

**54%**

of messaged viewers watched through episode 3, showing likelihood to continue the series