

## Case Study

# Global Brand Sees 20% Increase In Mobile CTR When Synchronized With TV Ads



An agency that manages the digital advertising strategy of a well known, global supermarket approached Adform for media planning and buying for a promotional cross device campaign that synchronizes with national and regional TV advertising.

### Objectives

- Promote brand awareness and visibility of the supermarket to target audience
- Encourage target audience to engage with the brand
- Drive traffic to the supermarket website

### Solution

- **Format:** Standard banner, MPU
- **Devices:** Desktop, tablet and smartphone synched with TV ads
- **Placement:** Premium websites including eBay, MSN, The Guardian and The Lad Bible
- **Trading:** PMP and Open RTB

The agency wanted to supplement the supermarket's TV ad campaigns with desktop and mobile advertising to create an integrated, consistent experience. Working with Mediasynced, Adform mirrored the TV schedule by setting up display and mobile ads with geographic targeting, as well as national activity.

When a TV ad was due to go live, Mediasynced verified it was broadcasted before sending a trigger to Adform to set the desktop and mobile ads live. Within seconds the ads were live and continued to target users for the next three minutes. Two control groups (desktop & mobile) were also included to measure the uplift of this TV synchronization.

## Results



### Mobile CTR

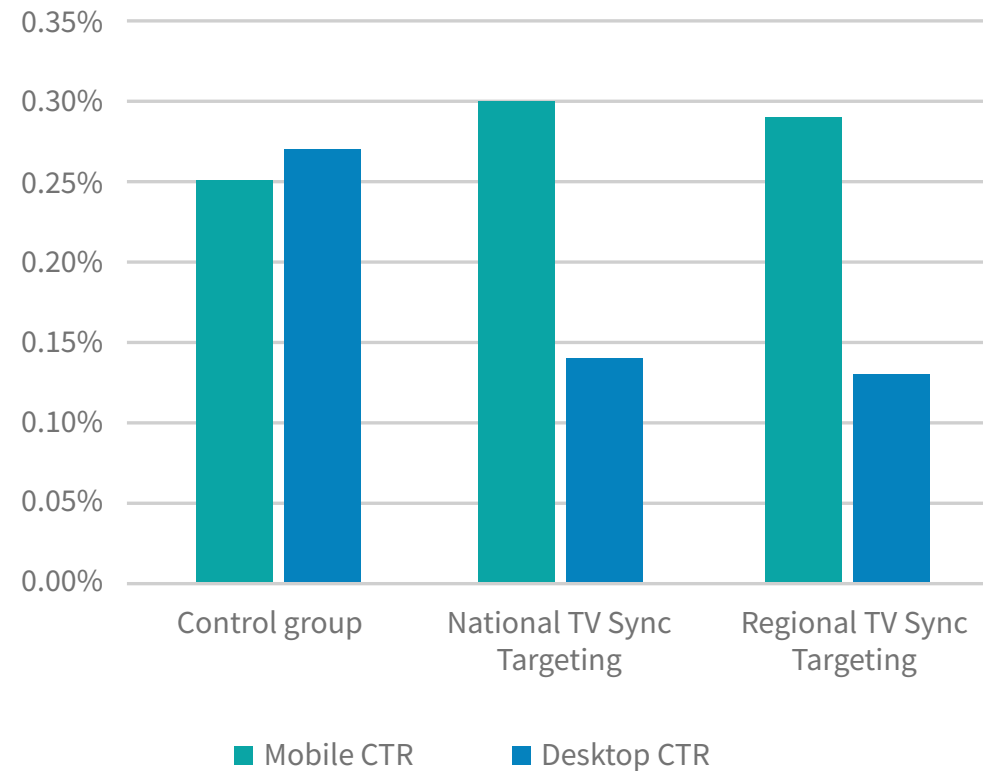
**20%** uplift nationally

**16%** uplift regionally  
(tablet and smartphone)



### Desktop CTR

There was a decline in Desktop CTR during the short burst TV sync strategy which is unsurprising as a large proportion of TV viewers browse using hand held devices.



**A 20% increase in mobile CTR when synchronized with TV advertising!**