

Case Study

match.com

Sky AdSmart Case Study

Driving incremental registrations using Sky AdSmart & Shared Reward



Background

Match.com is one of the UK's best known online, subscription based dating and relationships services.

Campaign Objectives

- A national campaign targeting those more likely to use a dating site.
- To measure incremental registrations across a period when we could easily isolate the Sky AdSmart effect.
- Reduce the risk of the investment in to a new area for Match.com by using another Sky Media service – Shared Reward, whereby 50% of the campaign cost was based on hitting performance targets..

The Audience

Sky AdSmart enabled Match.com to focus their activity on single occupancy households and homesharers. Targeting of this nature provided increased audience efficiency by excluding family households and couples living together as married.

Campaign Delivery

Match.com used pre-existing TV creative, communicating brand benefits.

The campaign ran from the 1st to 30th November 2014.



Campaign Results

The Sky AdSmart campaign was hugely successful in driving incremental registrations across the campaign period:

Match.com supplied Sky AdSmart with registration data post campaign. This validated the model created from running historical client data through Sky Analytics, which accurately predicted the following results:

- Sky AdSmart delivered **33,487** incremental registrations in November.
- This was **12.6%** up versus initial forecast of incremental registrations driven by the activity (base line forecasts for the same period were **3%** down).

"We were unsure of the value of Sky Adsmart, so Sky's offer of partnering in a test campaign under a shared reward scheme gave us the confidence to proceed – the results exceeded our expectations and we are looking forward to working with Sky to build on that success."

Jeremy Corenbloom,
Marketing Director, match.com

For more information about Shared Reward, please see our explainer video skymedia.co.uk/sharedreward



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