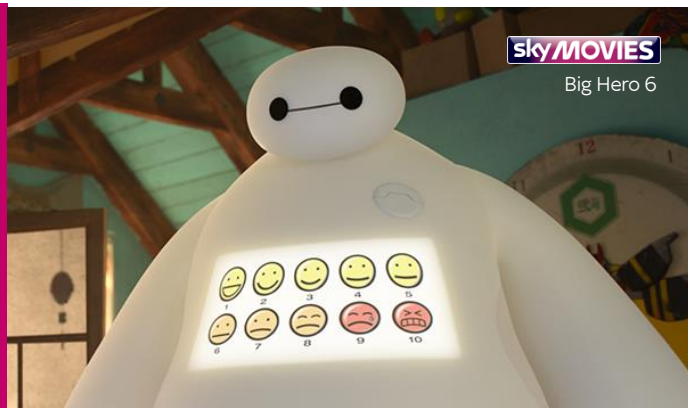


One pager

Performance Solutions & Shared Reward



Performance Solutions

Performance Solutions provides planning, recommendations, analytics, optimisation and flexibility for advertisers. Our performance based strategy straddles TV, mobile, online, VOD and sponsorship.

Our top priority is achieving effective client ROI.

It is particularly helpful for new to TV advertisers or brands that want to improve campaign performance, as we provide:

- Historical results attribution analysis
- In campaign and post campaign analysis
- Planning for optimal response rates
- Hand booking and campaign tracking

Sky can also provide additional unique insight with the use of the 3 million household viewing panel. For more information on this, please get in touch.

Demo Buying

The current Direct Response TV (DRTV) market is worth c.£500m and grows up to 10% every year.

Every year new Direct Response products and genres enter an already bursting market. The DRTV buying strategy has not changed in 25 years but Sky are future proofing.

We have successfully tested the transferring of non 'adult' targeted products onto a more relevant buying audience, allowing greater channel, genre and peak access. Whilst we are not working to a traditional all adult CPT, clients ROI and response rates have improved significantly.

This demo strategy, in combination with our attribution tools and bespoke team management, has improved clients cost per visit by up to 42% and response rates, by up to 50%.

Sky channels consistently out performed all others in terms of cost efficiency even with the new pricing structure.

Shared Reward

Shared reward is a partnership between Sky Media and a new to TV advertiser. It helps advertisers put their ad on TV for the first time and requires a real partnership and understanding of your business.

50% of the agreed media value is payable up-front from the advertiser and the remaining 50% is dependent on results. If the campaign doesn't hit our pre agreed targets, we don't get remunerated in full. However, if the campaign is a huge success, we share in the upside.

We work together to model campaign outcomes and agree the correct target audience, campaign weight and timing. We set our commission at a level that works for both parties.

We plan and book your campaign, with daily tracking to ensure the correct delivery shape. We load results data weekly and attribute results back to the airtime schedule.

We isolate over and under performing channels, days, & day parts and work to re-deploy airtime as necessary. Clients and agencies can have their own log ins to extrapolate any results data they desire.

Examples of campaign reporting:

