

One Pager

Data Partnerships

Making Sky Media your Data Partner of Choice



Here at Sky Media one of our ambitions is to become the 'Data Partner of Choice'. By combining Sky's data assets with agency, advertiser, and 3rd party data, our intention is to provide advanced TV evaluation and cross-media analytics.

The underlying foundation for being a data partner is Sky's Viewing Panel. It's the beating heart of our future relationships and a key enabler for growth. It powers our innovation and insight.

The UK's Largest TV Viewing Panel

The Sky Viewing Panel is made up of over **500,000 homes**. The panel combines household-level viewing data (TV, VOD and Sky Go) with other data sources such as EPG channel mapping, programme information, spots and promos, as well as household attributes such as affluence and MOSAIC lifestyles.

The ace in the pack is the ability to merge Sky's customer viewing data with an advertiser's customer database, at household address level. This means advertisers and agencies can now start to understand the true linkage between media and sales, and ultimately prove the effect of TV advertising and the ROI it delivers.

Sky Media Analytics

The media analytics services that Sky Media can provide offers a number of benefits not currently available at scale elsewhere in the market:

Meaningful Audiences

Report on the delivery and performance of your TV and other media campaigns for audiences relevant to business stakeholders e.g. High Value Customers, Lapsed Prospects.

Connect TV Viewing to Sales & Response data

Match customer segmentations and business outcome data (sales, orders, new customers) to the Sky panel and help ascertain which groups have a greater propensity to purchase or respond having been exposed to a campaign.

Multi Platform Analytics

Report on the delivery and purchase behaviours of those exposed versus not exposed to TV, Sponsorship, VOD and Sky Go campaigns.

Connecting Above-The-Line and Below-The-Line performance

Match customer and prospect sets who receive direct mail communications, for example, to Sky households. Then analyse responses of different customer groups or audiences exposed to a brand's marketing across TV and DM channels.

Sky AdvantEdge and Sky Campaign Manager

Sky have partnered with TechEdge to give clients access to our 500,000 household Sky Viewing panel via their AdvantEdge system. Sky AdvantEdge enables users to create audiences for analysis from actual customer data or from hundreds of audience attributes e.g. MOSAIC, Affluence, Postcode, Family Lifestage.

Sky Campaign Manager allows media agency buyers to monitor in-flight how a TV campaign is tracking against the client's key target audiences.

It is integrated with the industry airtime approval system so the agency can estimate performance of upcoming bought spots.

Case Study - Retail

Over the past 12 months we have been working with a big high street retailer with the aim of generating incremental revenue through data-informed TV advertising.

By combining the advertiser's online customer database with Sky's 500,000 viewing panel we have been able to conclusively link TV spot exposure data to sales uplifts.

This approach has helped to isolate the effect of TV advertising, see how TV drives specific purchase patterns and analyse the return it delivers.



For a recent period of campaign activity the advertiser drove **5.2% additional revenue from TV.**

This is a direct result of the insight and recommendations made from the data partnership with Sky Media.

For more info, please contact:

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