sky atlantic HD
Chernobyl

Packaged Attributes

Black Friday & Cyber Monday

The Black Friday & Cyber Monday phenomenon continues to grow in the UK, with over 60% of under 45s interested in the event, and just under 30% actively planning to make purchases and c.70% of purchases being made online.
(source PWC)

AdSmart's unique TV targeting capability gives advertisers the ability to reach households based on purchasing insight from our partners at Mastercard, delivering efficient targeting to a market known to be disproportionally active during the discounted weekend.

Adsmart also accesses data from Twenty CI to give us insights on households looking to move, moving or moved within the last 12 months – powerful information for brands looking to sell home furnishings.

So not only can you reach an audience with proven higher propensity to purchase, they are also a highly engaged, and reached in a premium, brand safe, big screen environment.

AD|SMART
from **sky**

Desirable data sources for targeting the right audiences for Black Friday & Cyber Monday period

Transactional Spend

MasterCard

Homemover data

twentyci

Advanced Targeting capability in Premium Environment

BIG SCREEN

SOUND ON

VIEWED BY HUMANS NOT ROBOTS

BRAND SAFE

75% VIEW BEFORE CHARGED

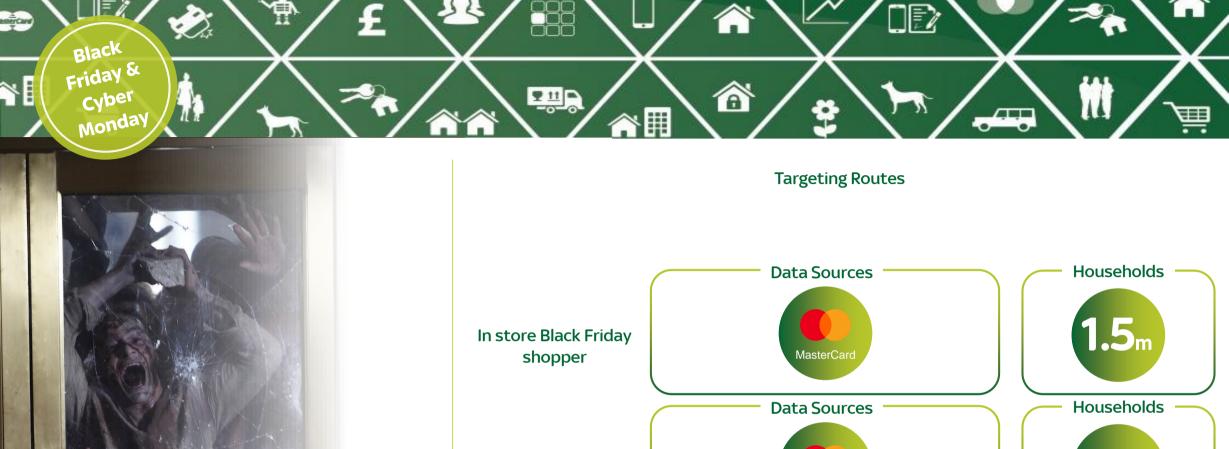# Desirable **Black Friday** & **Cyber Monday** audience

Would you like to...

IDENTIFY AND TARGET HOUSEHOLDS THAT ARE LIKELY TO SPEND **2x MORE** THAN THE AVERAGE HOUSEHOLD DURING BLACK FRIDAY / CYBER MONDAY WEEKEND

DEFINE THE ABOVE BASED ON WHETHER THEY ARE IN-STORE OR ONLINE SHOPPERS

AD|SMART
from sky

Targeting Routes

In store Black Friday shopper

Data Sources

MasterCard

Households

1.5m

Online Black Friday shopper

Data Sources

MasterCard

Households

1.5m

AD|SMART from sky

Package Available
25th November to 2nd December

	Imps	Reach	Freq	CPM	Cost
In store Black Friday shopper	890,947	36.9%	1.6	£56.12	£50k

	Imps	Reach	Freq	CPM	Cost
Online Black Friday shopper	886,682	36.5%	1.6	£56.39	£50k

Desirable Black Friday & Cyber Monday audience

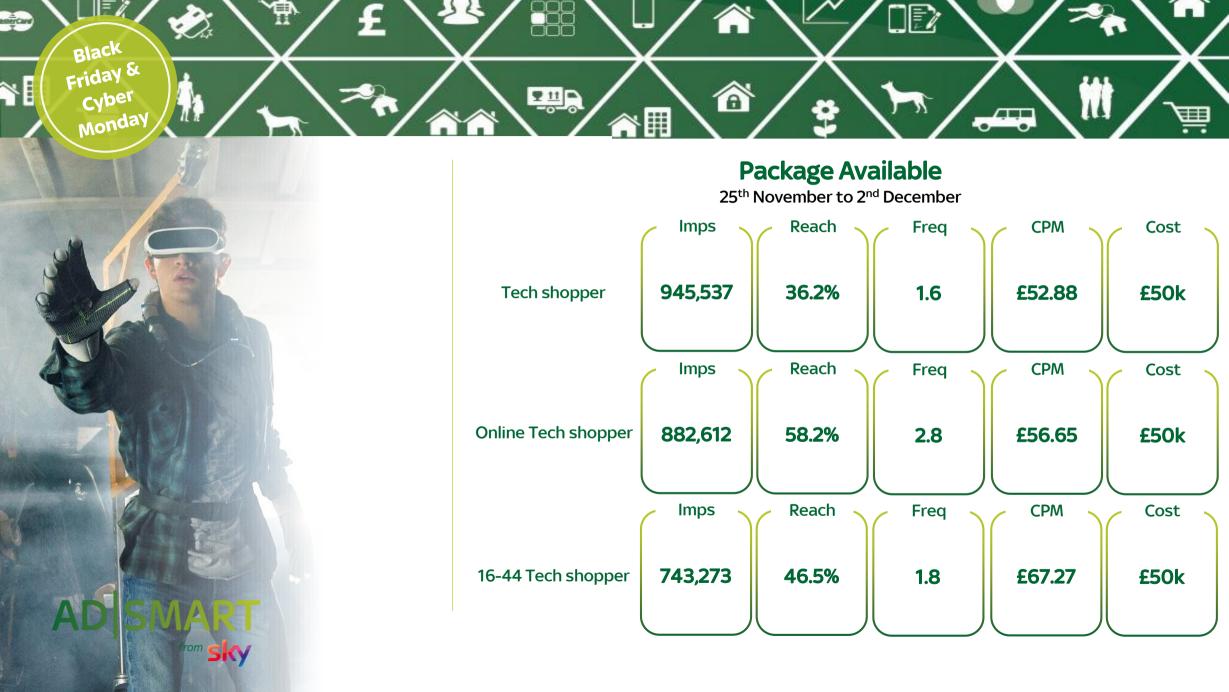for **tech products and retailers**

Would you like to...

IDENTIFY AND TARGET HOUSEHOLDS THAT **SPEND 2x** THE AVERAGE DURING BLACK FRIDAY / CYBER MONDAY WEEKEND ✔

SPECIFICALLY REACH HOUSEHOLDS THAT SPENT THAT MUCH ON TECHNOLOGY AND ALSO SPECIFY ONLINE PURCHASERS ✔

AD|SMART
from sky

AD|SMART *from* sky

Targeting Routes

Tech shopper

Data Sources

MasterCard

Households

1.7m

Online Tech shopper

Data Sources

MasterCard

Households

0.6m

16-44 Tech shopper

Data Sources

MasterCard   ♀♂ experian.

Households

0.9m

Package Available

25th November to 2nd December

	Imps	Reach	Freq	CPM	Cost
Tech shopper	945,537	36.2%	1.6	£52.88	£50k
Online Tech shopper	882,612	58.2%	2.8	£56.65	£50k
16-44 Tech shopper	743,273	46.5%	1.8	£67.27	£50k

AD|SMART

from sky

Desirable Black Friday & Cyber Monday audience for

home furnishing products and furniture retailers

Would you like to...

IDENTIFY AND TARGET HOUSEHOLDS THAT **SPEND 2x**
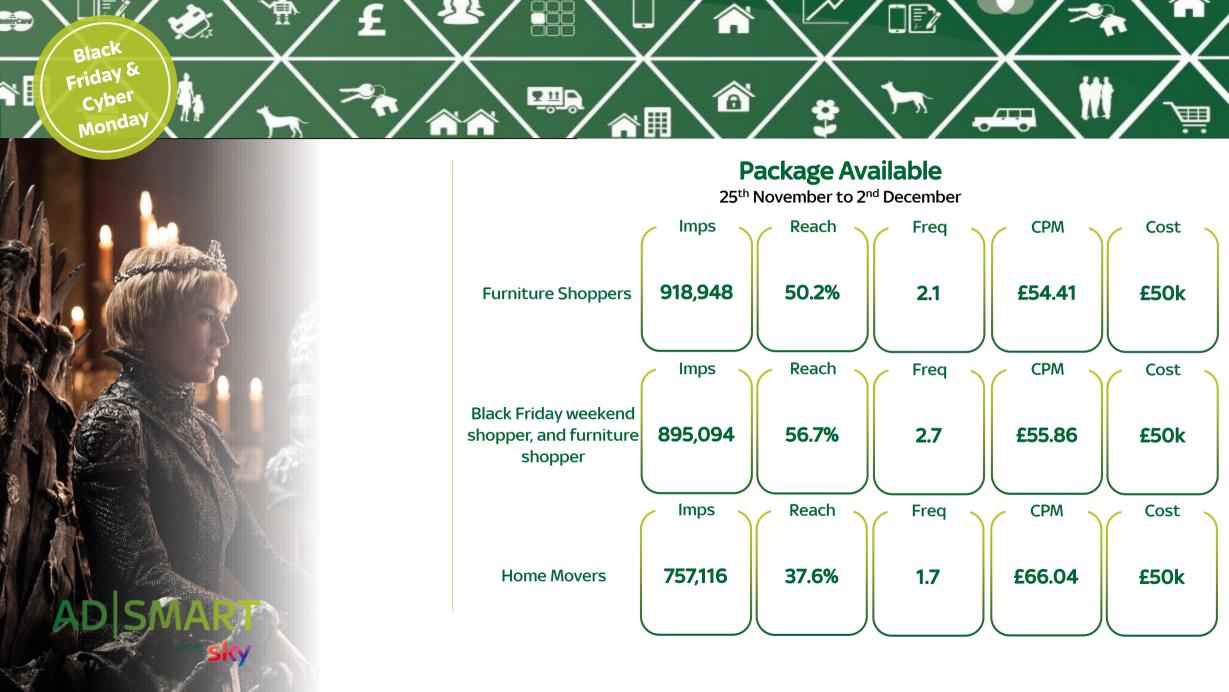THE AVERAGE AT FURNITURE RETAILERS ✔

SPECIFICALLY REACH HOUSEHOLDS THAT SPEND BIG ON FURNITURE
AND HIGH SPENDERS LAST BLACK FRIDAY WEEKEND ✔

REACH HOUSEHOLDS THAN HAVE MOVED IN LAST 12
MONTHS, MOVING OR PLANNING A MOVE ✔

AD|SMART
from sky

Targeting Routes

	Data Sources	Households
Furniture Shoppers	MasterCard	**0.9**m
Black Friday weekend shopper, and furniture shopper	MasterCard	**0.6**m
Home Movers	twentyci	**1.2**m

AD|SMART *from* sky

Package Available
25th November to 2nd December

	Imps	Reach	Freq	CPM	Cost
Furniture Shoppers	918,948	50.2%	2.1	£54.41	£50k
Black Friday weekend shopper, and furniture shopper	895,094	56.7%	2.7	£55.86	£50k
Home Movers	757,116	37.6%	1.7	£66.04	£50k

Desirable Black Friday & Cyber Monday

audience for **fashion retailers**

Would you like to...

IDENTIFY AND TARGET HOUSEHOLDS THAT **SPEND 2x** THE
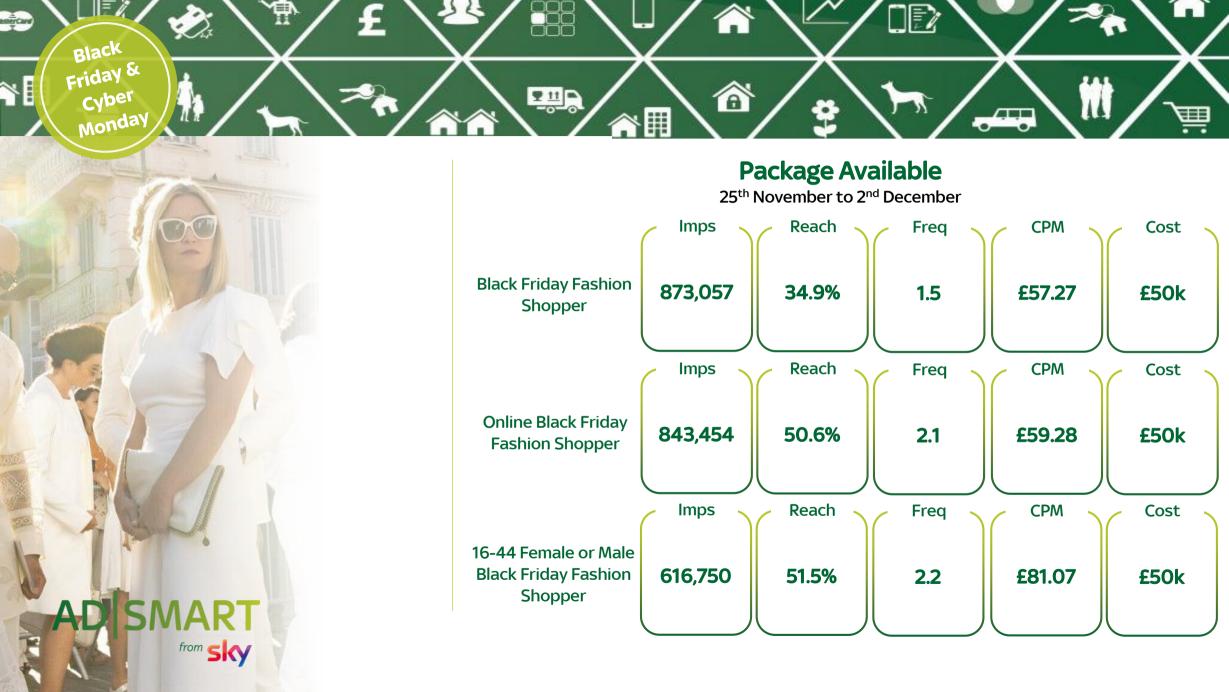AVERAGE DURING BLACK FRIDAY / CYBER MONDAY WEEKEND ✔

SPECIFICALLY REACH HOUSEHOLDS THAT SPEND 2X AS MUCH
vs THE AVERAGE ON FASHION AND SPECIFY ONLINE
PURCHASERS ✔

DEFINE AN AGE RANGE WITHIN THE ABOVE PARAMETERS TO
TARGET ✔

AD|SMART
from **sky**

Targeting Routes

Black Friday Fashion Shopper

Data Sources

MasterCard

Households

1.6m

Online Black Friday Fashion Shopper

Data Sources

MasterCard

Households

0.8m

16-44 Female or Male Black Friday Fashion Shopper

Data Sources

MasterCard   experian.

Households

0.6m

AD|SMART
from sky

Package Available
25th November to 2nd December

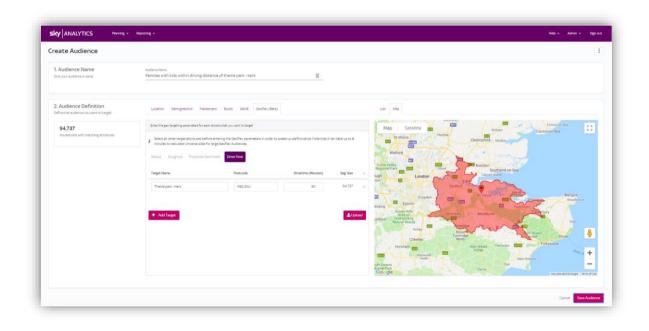|	Imps	Reach	Freq	CPM	Cost
Black Friday Fashion Shopper	873,057	34.9%	1.5	£57.27	£50k
Online Black Friday Fashion Shopper	843,454	50.6%	2.1	£59.28	£50k
16-44 Female or Male Black Friday Fashion Shopper	616,750	51.5%	2.2	£81.07	£50k

AD|SMART from sky

Black Friday & Cyber Monday

These are just a few of the opportunities to activate all the data at our fingertips – have an explore on Analytics to find other options

Re-targeting via
Sky Advance

Incentive / offer?

**** SPECIAL OFFER ****

In the spirit of the Black Friday and Cyber Monday weekend we will offer added value based on investment levels

Gross Investment	Added Value
£50k to £75k	10%
£76k to £100k	15%
£101k+	20%

AD|SMART from sky

AD|SMART
from sky

Christmas
Shopping

coming
soon...

Packaged Attributes