



## CASE STUDY

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## The Challenge

TNT Sports is one of the leading sports broadcasters in the UK and wanted to increase **awareness** of TNT Sports' Premier League and Champions League coverage, driving new **subscribers and sign-ups** to the platform.

## The Insight

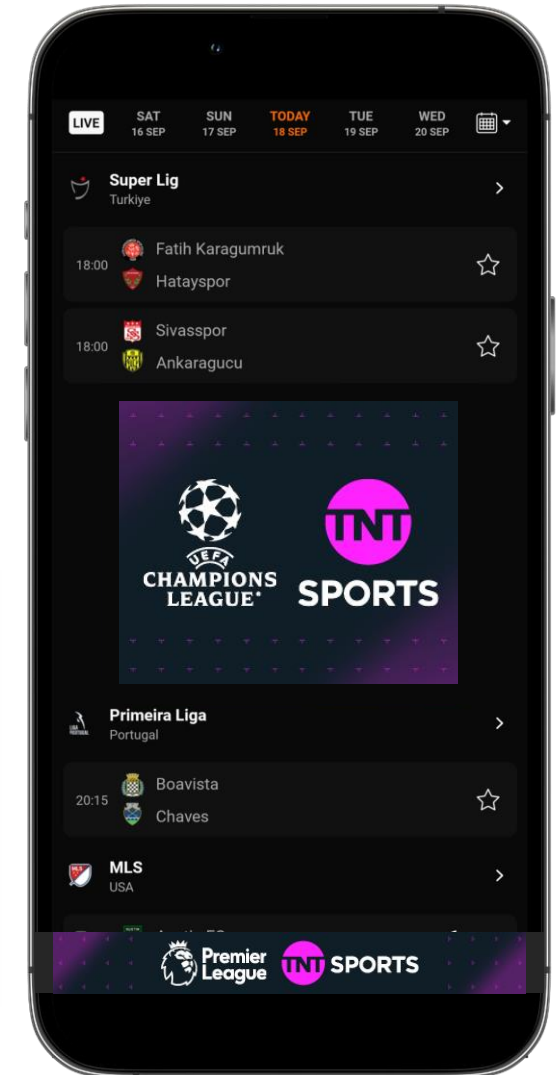
LiveScore has **2.4m+** monthly users in the UK

**97%+** of users watch football at least weekly.

## The Game-Changing Advantage

TNT Sports wanted to target genuinely interested users across the LiveScore platform. OnTarget enabled them to focus on **'EPL Interest'** and **'UCL Interest'** cohorts, and **'Engagement'** ad-optimisation cohorts in addition to a hyper targeted **'TV Sports & Streaming Intent'** audience.

By targeting for interest and intent audiences the campaign was optimised for performance, ultimately delivering relevant advertising to an engaged audience.



# RESULTS

NO TARGETING



ALL AUDIENCES

INTEREST  
TARGETING



**9%** ↑ Increase in campaign CTR | **13%** ↑ Increase in viewability  
when applying first-party audience segments

ENGAGEMENT  
MODELLING



**4%** ↑ Increase in campaign CTR | **10%** ↑ Increase in viewability  
when applying first-party audience segments

INTENT  
TARGETING



**59%** ↑ Increase in campaign CTR | **16%** ↑ Increase in viewability  
when applying first-party audience segments

## INSIGHTS

The 'ad-engagers' spent 4.5x as much time on LiveScore than average users and 63% of clickers were aged 25-44

The PCA insights suggest targeting Higher Earners, Fantasy Football & PL Stadium Go-er cohorts as these over-indexed for users clicking on the ads

