



CASE STUDY

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The Challenge

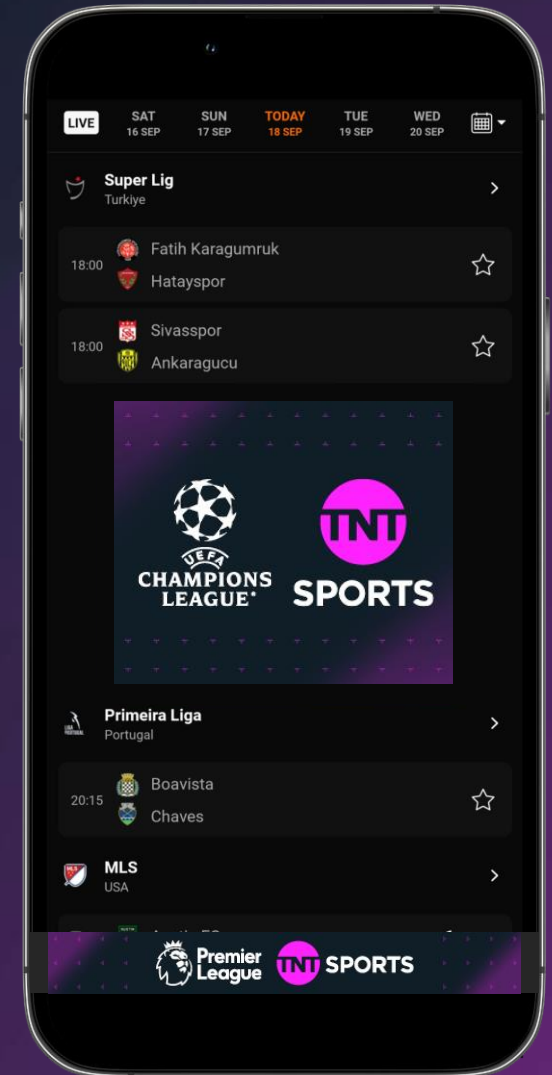
To increase **awareness** of TNT Sports' Premier League and Champions League coverage in the UK, driving new **subscribers** and **sign-ups** to the platform.

The Insight

LiveScore has **2.4m+** monthly users in the UK
97%+ of users watch football at least weekly.

Your 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
when applying first-party audience segments

13% ↑ Increase in viewability

ENGAGEMENT
MODELLING



4% ↑ Increase in campaign CTR
when applying first-party audience segments

10% ↑ Increase in viewability

INTENT
TARGETING



59% ↑ Increase in campaign CTR
when applying first-party audience segments

16% ↑ Increase in viewability

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



BRAND ENGAGEMENT SURVEY



We surveyed the audience that had seen the campaign, as well as those who had not, to measure its success. Here are some key campaign insights:

The exposed audience were...

1.5x



more likely to have heard of the brand via **LiveScore** (64% of users)

3x



more likely to prefer the brand over competitors

1.4x



more likely to have previously interacted with the brand

1.3x



more likely to consider purchasing with the brand in the future