

DWA: Making TV a Performance-Marketing Channel for Intuit

DWA, a Merkle Company, is a global media and marketing agency specializing in B2B technology brands. Just like the advertisers it represents, DWA leverages state-of-the-art technology, combining it with creativity and a deep market understanding, to help brands optimally engage with target audiences.

For more than four years, DWA has represented Intuit, a global financial services software company, in the Australian market. Acting as a partner, deeply entrenched in Intuit's business, DWA manages the company's media planning, buying and reporting.



THE NEED

Manage TV Based on Performance

When DWA launched Intuit and its QuickBooks products in Australia, the team knew it had two clear challenges: to build brand awareness and to make a connection with the country's two million small businesses.

For the initial launch, TV campaigns were designed to drive reach and build awareness. To gauge performance, DWA used reach and frequency metrics, and looked for correlations between TV spend and website visits, trial requests and subscriptions. While these techniques showed it to be effective, TV advertising was a considerable cost, and Intuit was keen to understand TV performance at a more granular level – especially as a driver of website traffic.

DWA and Intuit wanted to ensure that TV got full credit for its impact on business growth, and be able to communicate those contributions in a clear, compelling way to senior stakeholders. To do this, they needed to find a way to:

▶ Connect offline media to online behavior

▶ Understand the tangible ROI of TV

▶ Optimize TV buys based on real-world performance vs. ratings

▶ Provide evidence of TV performance with actionable data

THE FIX

Dynamic Measurement, Optimization and Reporting

While researching solutions, DWA found TVSquared and its ADvantage platform. Analyzing spot and response data, ADvantage could give DWA the granular, real-time view into Intuit's TV performance it was looking for.

DWA began using ADvantage to identify the buy elements that were driving the greatest online response for Intuit, and then take those insights to optimize campaigns. After a few weeks on the platform, DWA and Intuit incorporated ADvantage into all aspects of the TV advertising process.

For planning, the agency leveraged ADvantage to make more informed decisions around TV spend allocation. When it came to buying, DWA used the platform's predictive analytics functionality to find the right TV buys for performance – identifying the best days, times, programs, networks and genres for response.

According to DWA Account Manager Sally Lawrence, the platform also revolutionized

reporting with rich campaign insights that painted a picture about Intuit's target audiences and their TV consumption habits.

In one instance, DWA found that a live-sporting event resulted in a cost per response (CPR) that was 201% higher than average. While live sports provoked on-screen attentiveness, their shorter ad breaks meant that viewers had less time to take action. Today, live sports are only used for brand building rather direct response.

ADvantage also helped DWA find an important relationship between subscription TV (STV) and regional TV. Intuit switched off regional TV at the end of 2017. As a result, STV's CPR increased by 39%. It appeared that regional areas represented a large portion of the STV audience (particularly in New South Wales and Queensland). The team found that STV reached maximum potential in certain regions with free-to-air spots, allowing for increased frequency across target markets.



TVSquared has become an integral piece of software for Intuit. We've used ADvantage to feed data and insights into TV campaigns in ways that have not been done before. It's added the performance layer to our campaigns and has become a tool to fine-tune TV buys from a direct-response perspective,



– Sally Lawrence, DWA Account Manager



THE RESULTS

Optimized TV Performance

DWA has used ADvantage for 18 months, and now considers TV a performance-marketing channel for Intuit. In fact, the team has expanded its use of ADvantage to manage Intuit's radio campaigns as well.

With TVSquared, DWA and Intuit were able to understand TV performance at a more granular level, showcase nuances in buying strategy and clearly link it to real business impact:

- ▶ They track multiple media channels (TV and radio) and capture the interactions between offline and online behavior
- ▶ They know the immediate, tangible impact of spots and can quantify TV-driven ROI
- ▶ They understand the top-performing buy elements, and eliminated ratings dependency

Using TVSquared for TV planning and buying, DWA has significantly increased efficiencies for Intuit. A recent three-month campaign drove a CPR that was 19% lower than average, and a response rate 92% higher compared to a campaign that ran during the same time period the year before.

“Other than TV, there is no other media channel that can reach 98% of the Australian population. Marketers should be refining their TV strategies based on performance – how spots drive real-world results. Once brands know what's working and what's not with their TV buys – and use that information to continuously optimize for response – they can truly take advantage of the power of TV,” said Lawrence.

**Make TV a performance-marketing channel:
Contact TVSquared to learn how you can
measure and optimize TV.**