DWA: Making TV a Performance-Marketing Channel for Intuit

THE NEED

Managing TV-based Performance

When Intuit first launched its small business software product in December 2013, it didn’t have time to do a detailed study to understand its best audiences. Instead, it partnered with Intuit’s media agency, DWA, to run a three-month campaign which showed that TV was effective at driving online behavior.

For the subsequent TV campaigns, Intuit’s goal was to boost awareness, drive usage and make the connection between TV advertising and online behavior, especially among small business owners. Intuit wanted to understand how to deliver the optimal spend to key audiences to increase lifetime value to Intuit’s business.

THE FIX

Optimize TV Performance

Using TVSquared for TV Planning and Real Business Impact

With TVSquared, DWA and Intuit were able to understand TV performance at a granular level, show nuances in buying strategies and clearly link it with real business impact: a more granular, real-time view into Intuit’s TV performance.

DWA began using TVSquared to identify the best buying windows. When viewers were the most engaged, DWA recommended the online-only response strategy. These insights helped inform TV buyers to optimize campaigns, since these were seen as the “sweet spot” for Intuit’s target audience.

Incorporating TVSquared into all aspects of the TV advertising process, Intuit and DWA were able to make every TV decision with data-backed, grounded insight rather than a “gut reaction.”

When TVSquared was introduced into the planning and buying process, it allowed DWA to incorporate a more data-driven buying strategy.

THE RESULTS

Optimized TV Performance

Intuit and DWA have learned that TV can be a powerful driver of business growth, and can deliver a tangible impact to Intuit’s business as it grows.

They have a multi-media channel strategy (TV and radio) and campaigns designed to fit that strategy, as well as the business needs and market dynamics.

They have a clear understanding of the long-term impact of spots and campaigns on their business growth.

They understand the top-performing elements and eliminated campaigns based on performance.

Using TVSquared to plan and buying TV campaigns allowed DWA to optimize TV performance and measure its impact against the business goals.

Theydevised a seven-month campaign strategy designed to deliver the optimal spend to key audience segments and supercharge the business growth. TVSquared’s granular reporting was an integral part of DWA’s TV strategy.

Other than TV, there is no other channel that captures the nuances of the Australian population.

DWA and Intuit partnered in 2015 after running two TV campaigns based on the same creative. DWA had no prior experience with TV, and Intuit wanted to learn how to develop a strategic approach to TV.

No one knew what was working and what wasn’t. This analysis provided the information that Intuit can truly take advantage of the power of TV.

Thetop-performing elementsthatintegrate TV and radio campaigns into Intuit’s media strategy have been identified, and this has now been expanded into other channels (TV and radio) and campaigns designed to fit that strategy, as well as the business needs and market dynamics.

The top-performing elements and eliminated campaigns were based on performance.

The business goal for Intuit was to increase adoption of its QuickBooks products. TV and radio campaigns were designed to drive awareness and optimize TV spend.

TVSquared, a company specializing in TV performance measurement and optimization, provides a platform that can measure and optimize TV spend.