While ADvantage attributed TV’s impact on web traffic, Delivery Hero also wanted to understand how TV drove app activity—another increasingly important response touchpoint for the brand. In fact, a third of all smartphone users discover apps due to TV ads. For Delivery Hero, quantifying and then optimizing TV’s impact on app activity became crucial.

In order to gauge TV performance, Delivery Hero relied on top-level numbers, baseline deviations and user polls during checkout. While it showed TV was effective, this method did not provide a granular look into TV performance. The marketing team wanted to get a real-time view into the buy elements that were driving the greatest response, and then use those insights to continually optimize TV performance.

THE NEED

Growth-Cross-Country Understanding of TV

Delivery Hero employs a sophisticated, aggressive, TV-led marketing strategy that spans continents. It uses TV as a hybrid performance-marketing channel—one that drives both brand awareness and immediate, digital response. Since the majority of viewers watch with second-screen devices in hand or nearby, TV has evolved into a primary driver of online response for the brand, including search, website visits and app activity.

According to the ad industry, TV has been ‘dead’ for 10 years. But “we haven’t found that to be the case,” said Koscejev. “The top mass media channel for us and it has a great impact across sectors. Today, we attribute TV across continents and optimize campaigns at a much more granular level.”

THE FIX

Same-Day TV Analytics

To get that granular, real-time look at TV campaign performance, Delivery Hero began using TVSquared’s Advantage. The platform provides same-day TV campaign performance by country, daypart, network, program, genre and creative.

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THE OPPORTUNITY

Attributing TV to App Activity

While ADvantage attributed TV’s impact on web traffic, Delivery Hero also wanted to understand how TV drove app activity—an increasingly important response touchpoint for the brand. In fact, a third of all smartphone users discover apps due to TV ads. For Delivery Hero, quantifying and then optimizing TV’s impact on app activity became crucial.

TVSquared partnered with Adjust, the global leader in mobile measurement, to provide mutual clients with a one-click integration. Meaning app data is automatically sent to ADvantage for attribution. Adjust holds user activity data—from impressions and clicks to installs and in-app actions (purchases)—and passes that information to TVSquared to enable a more granular attribution.

When TVSquared and Adjust, Delivery Hero’s partner, integrate, the TV ad is attributed to the app and the end-user is assigned a unique identifier. Delivery Hero then tracks user behavior on the app.

“The integration between Adjust and TVSquared is quick, easy and seamless. The entire process is also highly-automated,” said Koscejev.

THE RESULTS

More Effective TV Campaigns

Using insights from TVSquared and Adjust, Delivery Hero has reduced CPA by 41.9% and improved its conversion ratio (CVR) significantly.

It is consistently working to scale TV campaigns toward the buy elements that are proven to positively impact revenue and cut those where performance is not ideal. And Delivery Hero plans to work with TVSquared and Adjust for all of its TV optimization initiatives along the way.