Ireland, continue with the Channel 4 partnership and expand its spots initiatives, and Readly Sweden (the company’s headquarters) plan to due to the success of the UK campaign, Readly Germany started its own TV informed planning and buying for future campaigns.

fl uenced messaging throughout Readly’s promotional materials and light, but they also insight were not only used to shape creatives in-

Future Plans

Midmorning) and programs that drove the strongest engagement. These were identified by looking at which programs and which parts of the day each spot worked best (weekends, times (breakfast and ed the best days). As a result, Readly learned how to measure campaign performance by day, day part, network, genre, program and creative.

With TVSquared, Readly also uncovered powerful, data-driven insights on trial and on top paid subscription.

TV drives results

Like Readly’s other marketing initiatives, the goal for the TV campaign was to increase the number of magazine issues read by subscribers. With TV, this objective was met… and then some: in the first time, we had a mainstream TV presence, and the opportunity to scale up our audience much more rapidly than we had ever imagined.

Magazine Reads:

Readly launched in 2016, Readly subscribers logged in seven million magazine reads in 2016, while during the TV campaign, readers opened more than four million magazines—up 84% vs. 2H15.

Subscriber Growth/Engagement:

In 2016, Readly subscribers logged in seven million magazine reads. In 2H16, when its TV campaign ran, readers opened more than four million magazines—up 84% vs. 2H15.

Magazine Reads: Readly's 30-second ad was shown in 6,500 spots, accounting for a rate of £1 million for the bulk of its market spend to digital. Ranj Begley, Readly's UK managing director, knew that the TV would eventually be integral for the company as it continued to grow. TV advertising is necessary to engage with an estimated 85% of viewers at least weekly on their set-top box or screen device. TV is not only a major driver of online activity where subscribers that camethrough Channel 4 alsoproved to be highly engaged: Using the service more quickly and intensely. As a result, we had an estimated 87% of TV viewers watching with second-screen devices nearby. It’s also a major component of their media consumption: holding their beam back. From seriously considering it in June 2016, when Readly ticked off aRITE for ready deal with Channel 4—Commercial Growth Fund. The arrangement allowed Readly to launch its TV ad campaign, in return for Channel 4 taking a minority equity stake in the business. From July to December 2016, Readly's TV ad spend was shown in 6,500 spots, accounting for a rate of more than £1 million.

TV Drive Results

Majority of TV's exposure has not only benefited Readly from a customer perspective, but with partnerships like this, the company can now benefit from potential partners, including a major OS, to collaborate on promotions.

“We work with publishers that had completely written off TV as a meaningful channel. Readly's success, many are now seriously considering it as a major part of their overall marketing plans,” she added.

Future Plans

Due to the success of the UK campaign, Readly Germany started its own TV initiatives, and Readly Sweden (the company’s headquarters) plan to do the same. The company is now seriously considering TV advertising as an important component of its ongoing marketing plans, "We work with publishers that had completely written off TV as a meaningful channel. Readly's success, many are now seriously considering it as a major part of their overall marketing plans,” she added.

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MagazineReads:Readly published eight million magazine reads in 2016, while during the TV campaigns readers opened more than four million magazines—up 84% vs. 2H15.

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Contact TVSquared to learn how you can use TV to promote your brand and optimize TV campaigns.

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