

CONNECTING  
TELEVISION  
TO DIGITAL

# A CASE STUDY



ROGERS SPORTS & MEDIA

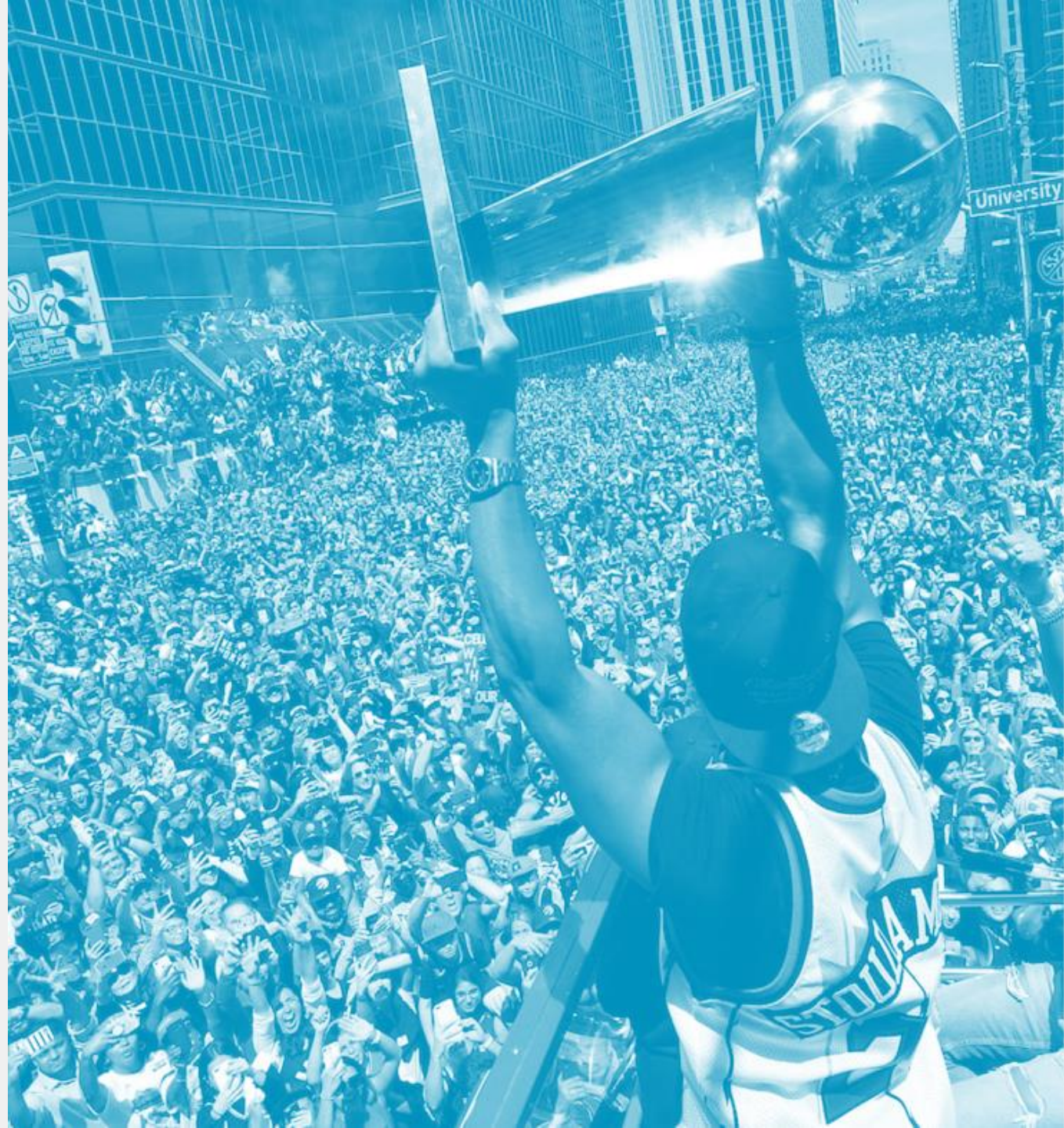
# Advanced Advertising Solutions





# TV + DIGITAL IS A SLAM DUNK

*An everyday, direct bank with high profile Sports sponsorship alignment leveraged the R.E.D. identity graph and TV exposure audiences for a cross channel strategy to drive audiences further down the funnel toward conversion.*





A large crowd of people at a night event, possibly a concert or festival. In the background, a building with a red neon sign that says 'QUARE' is visible. The crowd is dense, and many people are looking upwards. Overlaid on the image are several white location pin icons. A large red title 'CHALLENGE' is positioned in the upper right.

# CHALLENGE

The brand knows that television and sponsorship play an important part of building awareness, but they wanted to understand how these tactics impact their digital acquisition goals.



## Build an upper funnel audience pool from TV exposure

Cable customers exposed to the campaign on Sportsnet linked to online behaviours and modelled with the R.E.D. Identity graph



## Sponsor and build brand awareness

Aligned brand to prequalified audience through Major league coverage on Sportsnet

Capitalized on the hype of playoffs

BONUS – Brand built engaging and compelling creative



## Remarket on direct response platforms and measure impact

Leveraged the custom audience through programmatic channels to reach audiences on Rogers and beyond

Measured overall acquisition (CPA)

# 3.6M

Impressions served to the  
qualified TV audience

The R.E.D. custom audience drove an  
overall more efficient CPA than  
other digital tactics by

# 27%

# 22%

Of all customer acquisitions  
came from the custom  
R.E.D. audience

# 3.6M

Impressions served to the  
qualified TV audience

**First party TV data  
signals build great  
seed audiences**

The R.E.D. custom audience drove an  
overall more efficient CPA than  
other digital tactics by

# 27%

**Sponsorships build  
brand awareness and  
can be linked to  
measurable outcomes**

# 22%

Of all customer acquisitions  
came from the custom  
R.E.D. audience

**Television can be  
used for lower  
funnel programmatic  
tactics that drive  
results**

# RSM ADVANCED ADVERTISING SOLUTIONS

*Marketers can leverage the **Advanced R.E.D.** toolkit to inform, activate or evaluate a custom campaign strategy across Rogers Sports & Media platforms and products.*

Custom  
Audience  
Segments

Location  
Analysis

CRM +  
Data  
Matching

Ad  
Exposure  
Validation/  
Attribution

Advanced  
Insights



CONNECTING  
TELEVISION  
TO DIGITAL

**THANK YOU**

