Driving college basketball tune in

**Challenge**

- The client needed to drive people to tune in to a college basketball game, and they planned to use digital video and display messaging.
- They also wanted confirmation that their messages were influencing tune in and a better understanding of which segments of their audience were tuning in.

**Solution**

- Through our partnership with DISH, we built an audience of college basketball viewers and removed a holdout group of the audience as a control.
- Then we delivered messages to the test group across all of their devices.
- Online impressions were matched to offline linear TV viewership for the game and compared to the holdout audience to determine tune in lift.

**Results**

- **7.6x**
  - Tune in lift compared to holdout
- **0.97%**
  - Tune in rate
- **$6.50**
  - Cost per tune in
- **$8.50**
  - Cost per incremental tune in

**Key Insight: Receptive Audiences**

The messaged audience that tuned in was more likely to fit the 25-34 age range, meaning that age group was receptive to the messaging. The client could focus future efforts on that audience.