Persistent connections pay off for a broadcast network

Challenge
A major broadcast network needed to drive tune in for three related shows, which were all part of a beloved franchise from the same show creator.

Solution
• Through our DISH partnership, we built an audience of people who had watched previous seasons of the franchise or were likely to enjoy these shows.

• With best-in-class identification, we delivered video and display messages across devices to the most receptive people, optimizing for frequency and message continuity through the campaign.

Results
All shows saw a bump in messaged tune in between episodes one and two. This indicated that the additional messaging leading into episode two successfully drove incremental tune in.