

Success Story eBay



Background

Founded in 1995, eBay is the world's leading auction site. By allowing both consumers and brands to sell new and used items, it has evolved to become an instantly recognisable name and a brand that represents the first port of call for many shoppers on the hunt for value.

Challenge

eBay wanted to drive incremental reach of their audiences using TV advertising while ensuring cost efficiency and controlling frequency to avoid saturating the channel. Their aim was to reach parents aged 25 to 44 as well as light TV viewers who may not otherwise be exposed to eBay brand content.

Approach

Finecast worked with eBay to add addressable to a proven linear TV approach in order to bolster the audiences they could reach during their campaign.

The eBay team set out parameters for new audience segments not readily available via linear TV. Using proprietary technology and access to unrivalled supply, Finecast created a campaign plan that would actively target these hard-to-reach audiences.

By including Finecast, eBay aimed to apply the same premium content and preferred delivery mechanisms associated with the traditional TV screen to engage audiences with greater cost efficiency and drive action among their viewership.

With the advent of binge watching via video on demand, consumers are likely to watch many episodes of a program in a single sitting. In this environment, advertisers need to be mindful of the risk of overexposing watchers to their message, potentially creating a negative perception or experience. Finecast knew this was an important consideration and worked with eBay to build frequency management into their approach.

In effect, the selected approach allowed the team to achieve unique reach and to engage more people at lower frequency than would be possible on linear TV.



Results

Finecast and eBay monitored the metrics closely as the campaign ran. They observed that TV was effective in building reach in the first two weeks, but this curve hit a plateau and frequency increased dramatically in the second half of the activity. This indicated that viewers were being exposed to eBay's ad at a high frequency, with the average on linear TV hitting 18.3.

In contrast, eBay saw their Finecast activity building reach consistently throughout the campaign, maintaining an average frequency of 3.2.

Using Finecast, eBay also achieved incremental reach of 4.6% vs. linear TV for the target group of parents aged 25 to 44.

Furthermore, Finecast delivered this target audience with greater cost efficiency. To achieve 1% reach among parents aged 25 to 44, eBay spent an average of £33k through linear TV, while this cost only £6k through Finecast.

Importantly, Finecast also gave eBay access to light TV viewers – a group of people who would not have been exposed to the eBay advert otherwise. Among this group, Finecast delivered 5.2% incremental reach over linear TV.

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The new precision TV data capability as planned and activated through Finecast allowed us to hone in on our very specific target audience.

We combined this new targeting capability with an addressable TV approach that meant we could reach our specific audience through high quality, emotive storytelling.

A third-party reach and frequency study proved that Finecast had a hugely positive impact on our business goals, demonstrating high incremental reach over TV and showing efficiencies we have created by adding Finecast to our media strategy.

Faisal Alani, Partnerships and Always On Marketing, eBay

4.6%

Incremental reach over linear TV among parents aged 25-44

£6k

To achieve 1% incremental reach among parents aged 25-44 (£33k on linear TV)

5.2%

Incremental reach for hard to reach 'light TV viewer' segment

