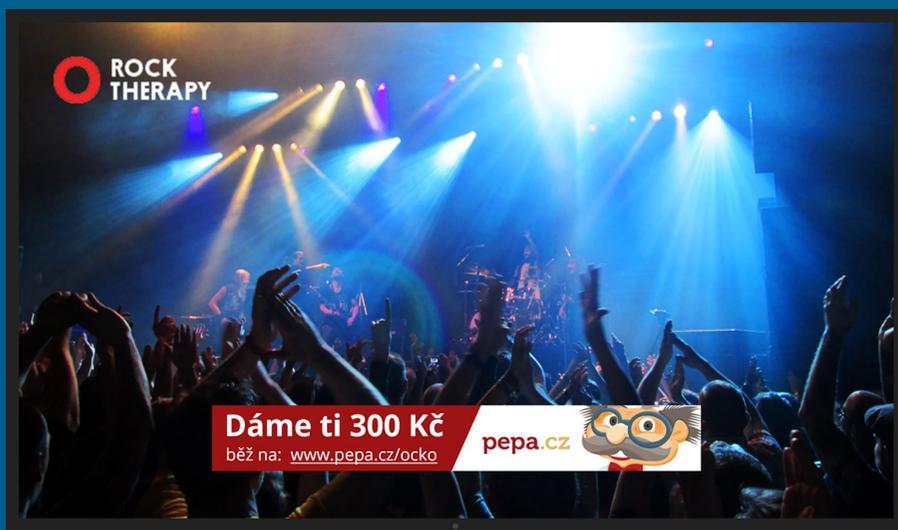


Case Study

Pepa.cz HBBTV

Objective

Pepa.cz, one of the largest discount portals in the Czech Republic, wanted to increase the brand's exposure through Television, media which was traditionally missing in advertiser's media mix. Pepa.cz also wanted to measure the impact of such format on user behavior.



Solution

Devices: Hybrid TV (HbbTV)

Placement: Music channel Očko

Format: Overlay banner

Programmatic HbbTV is a new format enabled through Adform SSP with cooperation of Adform's technology partner R2B2. R2B2 is a technology company using Adform SSP to deliver premium and non-standard formats and media types as programmatic TV, programmatic print and programmatic DOOH via Adform DSP in Czech market.

In order to test how well the users respond to banners on TV, Pepa.cz created a banner that offered the viewers a discount for the products on Pepa.cz site. The viewer had to enter the seen web address and claim the discount on Pepa.cz special microsite – landing page.

The 750x100 overlay banner appeared when the viewer switched to the popular Czech music channel Očko, in the bottom of the TV screen, where it resided for 10 seconds, before disappearing.

The address of the landing page was communicated only through the banners on TV, so Pepa.cz knew that all users who came to that website were the ones who saw the advertisement.

Results



0.7% users visited the website

100 000 impressions served of which more than 700 users (0,7%) visited the website. The result is great for this kind of campaign because the microsite link was communicated only in the TV banner



Viewability* - 85.04%

(this result is higher than any other banner format rate according to the Adform Digital Advertising Benchmark Report H1 2015)



17 promoted discount vouchers redeemed

Out of 700 viewers who visited the landing page, 17 redeemed the promoted discount voucher



Average Viewability* Time - 9.67 s

“

We are very happy to be able to use this opportunity and try new format delivered by Adform DSP to Očko TV. We were very surprised that microsite had quite big amount of entrances according such a low number of impressions served into the TV, especially when we consider the fact that users couldn't interact directly from the TV.

Users had to remember the URL of the website and enter it on their computer browser. Another positive fact was, that 45 users tried to interact with the banner directly in the TV by pressing the red button on their remote control which in Hbbtv indicates opening the app.

– Jana Bačová, Marketing manager, Pepa.cz

”

*Viewability in this case measures the rate at which viewers arrive at the Očko channel and stay for full 10 seconds. Some users will change the channels too quickly for the banner to be counted as viewable.