

SOCIAL VIDEO DRIVES TUNE-IN

Native video on Twitter + Facebook drive cost-effective video views

For the season finale of True Blood, Fox wanted to drive tune-in to the launch and finale of one of their most popular TV shows.

Facebook users

2.1M

Average CPV

£0.30

Video Views

38k



FOX is a pay per view television channel with top shows such as; The Walking Dead, Falling Skies, Dexter and NCIS

ADAPTLY'S APPROACH

Working with Walker Media, Adaptly built a campaign strategy leveraging Facebook's scale, and Twitter as the perfect platform to engage TV viewers.

- Maximise Facebook's reach capabilities with short bursts of high reach activity the day before and day of TX.
- Utilise Twitter's TV targeting capabilities to reach users using the platform as a second screen to TV and who are actively watching True Blood.
- Plan on reach & frequency of the target audience in each channel.
- Creating different target buckets to reach the target audience, e.g. users who like/interested in True Blood
- Up-weighting mobile in the evenings to reach users at home watching TV, who may be dual-screening.

RESULTS

- Facebook delivered huge scale by reaching over 2M users on the day of TX.
- The campaign delivered over 38k video views
- Twitter's NEW Video card drove video views at a cost per view of £0.07

KEY TAKEAWAYS

- Facebook & Twitter are effective channels for driving video views at scale.
- Twitter's Video Card and Facebook's Video Post are the most effective way to drive cost-efficient CPVs.
- Reach the right audience at the right time, with a strong targeting and combined day-parting strategy.

