SignalAds™

Success Stories

MACMILLAN

BEAT CPA
target by 67%

Affecti

Advertising People Want

SUCCESS STORY
Macmillan

WE ARE MACMILLAN. CANCER SUPPORT

Delivering personalised advertising to relevant individuals
DRIVING ENGAGEMENT AND CONVERSIONS

THE BRIEF

The Marketing Society's Brand of the Year 2014, Macmillan Cancer Support, wanted to raise awareness of volunteering initiatives listed on their website. Macmillan set up the ' volunteer village' as a marketplace for people to search and find a place to volunteer.

Affectv were approached to drive relevant prospects to this page based on a cost per arrival (CPA) target of £3.11. The campaign wasn't about donating money, but donating time.

OUR APPROACH

Affectv placed pixels on the Macmillan website enabling them to collate data signals emitted by Macmillan users' browse, search and share behaviours online.

Using their Persona Discovery Platform (PDP), Affectv analysed terabytes of raw data signals emitted by Macmillan users, unearthing insights into their online behaviours at a granular level. As a result Affectv aimed to target individuals who were displaying signals around.

SOLUTION

By using the insights gathered into the Macmillan users, Affectv were able to target individual 'lookalikes' with relevant content in the right location, at the best conversion times across multiple device platforms.

INSIGHTS

The Macmillan audience were found to be very health conscious, both browsing and sharing health and fitness content. In particular the audience were sharing a distinct level of cycle routes as well as commuting routes, indicative of an urban audience. Interestingly, users were least likely to convert on the weekends, with the most prominent conversion time being between 19:00 and 21:00 during the working week. 25% of the Macmillan audience were converting using non desktop devices, with 17% of conversions coming from individuals on tablet devices.

BEAT CPA *target by 67%*

Affectv utilised their SignalAds Overlay solution, delivering a personalised message to each individual, by embedding realtime data within an overlay on top of the ad creative, acting as a social trigger to further drive engagement and volunteering conversions..

TESTIMONIAL

"Affectv have exceeded our expectations, they took the time to gain an in depth understanding of the Macmillanaudience before targeting them with data driven messaging. Their SignalAds Select solution stood out amongst the crowd, and was effective in using social data to improve engagement. We were very impressed with the results, beating the targets set by over 67%!

RESULTS

By matching the relevant individuals to a relevant personalised message, Affectv were able to deliver a campaign CPA of £1.04. The client was so impressed with the campaign they blogged about it: "How Macmillan is Making Use of Affectv's SignalAds"