

# Thanks to Trueview ads and digital agency Jellyfish, MoneyWeek sees views, clicks and conversions soar



### About MoneyWeek

- UK's best-selling financial publication
- Headquarters in London
- www.moneyweek.com

### About Jellyfish

- Digital marketing experts
- Offices in the UK, US and South Africa
- www.jellyfish.co.uk
- www.jellyfishpublishing.co.uk

### Goals

- Generate awareness
- Increase traffic to the MoneyWeek site
- Drive subscriptions

### Approach

- Used Trueview in-stream format by repurposing TV ad and incorporating calls to action
- Targeted within YouTube by keyword and topic
- Retargeted users who had shown previous interest
- Targeted users on the Google Display Network (GDN) via keywords, topics, interests, affinity categories and managed placements

### Results

- 3m views of the video
- 78,000 clicks to the site
- Over 450 conversions
- YouTube CPA 10% lower than GDN CPA

MoneyWeek is the UK's best-selling financial publication, covering a range of investment topics and providing a digest of the week's financial news. When the brand launched its new TV ad 'The End of Britain', the aim was to gain maximum exposure and generate subscriptions. Jellyfish Publishing, the specialist division within the digital agency Jellyfish, believed the TV content provided a great opportunity for MoneyWeek to start using Trueview in-stream ads. In doing so, the TV advert could be repurposed into a direct response medium, generating follow-on magazine subscriptions on the website.

### Making the most of great content

"As the video was already doing well across other channels, we decided to keep the content as it was but introduce calls to action during the video which led through to the website," explains Matthew Read, Senior Account Strategist at Jellyfish. "The Trueview format also allowed for very specific targeting of video content." The team targeted keywords searched in YouTube such as 'financial crisis', 'debt crisis' and 'economic crisis', YouTube topics and interests including finance and economics, and competitor and brand keywords.

In addition to this, Jellyfish employed remarketing tactics that enabled MoneyWeek to resurface its messaging to those who had previously shown interest in the brand by visiting the site. "We used the video ad on YouTube to target multiple remarketing lists, the most relevant of which was users who had visited the written version of 'The End of Britain'," Matthew says. "If they had read the written version and not converted, we remarketed to them on YouTube with the video version."

Using GDN provided a further way to generate exposure, as well as to facilitate future remarketing. "We ran GDN on a number of different targeting methods, such as keywords, topics, interests, affinity categories and managed



Calls to action drove viewers to visit MoneyWeek's website, where they could subscribe

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*“The End of Britain’ piece has a very big idea behind it, and Trueview ads enable us to get an intriguing section of the idea in front of the audience in an engaging video format. I see it as being very useful in achieving a dual goal of attracting new subscribers and creating brand awareness among new and existing customers.”*

— Ryan McErlean, Head of Marketing, MoneyWeek

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placements,” says Matthew. “We’ve found GDN allows us to target groups of people who are highly relevant to MoneyWeek and are therefore likely to convert into subscribers. It also allows us to massively increase our brand awareness and help populate our remarketing lists.”



*MoneyWeek’s Trueview in-stream video ad also served to promote brand awareness*

### **Cross-channel activity drives response**

In terms of satisfying the goals – to generate awareness, increase traffic to the MoneyWeek site and ultimately drive subscriptions – Jellyfish is delighted about the outcomes. “In the last six months we have had over 3m views of the video, 78,000 clicks to the site and over 450 conversions directly attributed to the YouTube activity,” Matthew reveals. Remarketing to the segment of users who had read ‘The End of Britain’ but not converted produced particularly strong performance, generating over 100 conversions in six months. “The CPA for YouTube has been very manageable and – although it is double our search CPA – it is 10% lower than our GDN CPA.”

The fact that this is part of an integrated cross-channel campaign has delivered additional benefits, too. “We can see clear trends of expanding on GDN or YouTube and then seeing a strong uplift in our brand and remarketing activity – which makes the overall activity much more cost effective.” Based on these successes, YouTube will form an integral part of Jellyfish’s strategy for MoneyWeek’s online activity going forward.

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<sup>1</sup> Source for all statistics cited: Jellyfish internal data