

CASE STUDY

Sky embraces display app promotion on the Google Display Network to efficiently deliver app installs at scale and reduce CPA by 38%

To reach consumers throughout their path to purchase, Sky turned to Google Display Network app promotion solutions covering search, display and YouTube across both iOS and Android devices.

Sky serves 21 million customers across five European countries. With the aim of giving them a better TV experience whenever and wherever they choose, Sky Store enables people to buy and rent the latest blockbusters and classic movies straight to their TV and across their devices. With the Sky Store app for iOS and Android, customers can also stream movies or download them to watch offline.

To reach consumers throughout their path to purchase, Sky turned to Google Display Network app promotion solutions covering search, display and YouTube across both iOS and Android devices. iProspect ran the campaign and agreed on an ambitious cost-per-acquisition (CPA) target. When the CPA target was achieved, it provided confidence to move to always-on investment.

As a way of automating install optimisation and driving efficiency at a target CPA, Sky also used Conversion Optimizer. This tool works by using historical information about a campaign, automatically finding the optimal equivalent cost-per-click bid for an ad each time that it's eligible to appear. Advertisers still pay by the click, but no longer need to adjust bids manually to reach conversion goals. In targeting Android users, this is accomplished automatically without the need for tracking SDKs or tracking code additions to the app.

Once Sky's campaign reached the conversion threshold for Conversion Optimizer to be implemented, the campaign was able to simultaneously scale both install volumes and investment. As a result, the CPA fell by 38% and click-through rate improved by 41%.



About Sky

- Leading entertainment company
- www.sky.com

About iProspect

- Performance media agency
- www.iprospect.com

Goals

- Drive downloads of Sky Store app at scale
- Maintain fixed cost-per-acquisition (CPA) target

Approach

- Used Google Display Network in-app inventory targeted to Android and iOS devices
- Applied Conversion Optimizer
- Reduced target CPA settings on a weekly basis

Results

- Minimised resource required for optimisation activities
- Reduced CPA by 38%
- Improved click-through rate by 41%

“Google’s app promotion products have been a huge success for Sky Store, delivering both excellent volume and a lower than targeted CPA, all within weeks of starting,” observes Martin Vinter, Head of Bought Media at iProspect. “It’s helped to deliver a real step change in install volumes for the client and shows Google is a true player in this space.”

Customers want the simplest and most convenient way to buy and watch movies they love, and Sky Store offers the complete service. This campaign allowed us to drive more app downloads to encourage customers to enjoy the Sky Store experience.”

Lucy Griffiths, Sky Store Digital Marketing

