One Pager

Sky AdSmart

The Power of TV, Enhanced

Addressable TV advertising for businesses of all shapes and sizes

Sky AdSmart is a revolutionary approach to TV advertising, allowing different ads to be shown to different Sky households watching the same programme. This means brands and businesses can now advertise in amazing content, but only to the precise audience they want to target.

The control and precision offered by Sky AdSmart is making TV advertising more accessible and more effective for brands, and over 70% of the advertisers using Sky AdSmart are new to TV or new to Sky.

How Sky AdSmart works

1. Household profile data is stored on the Sky+ HD box.
2. Relevant ads for that household are sent to the box via satellite.
3. When a Sky AdSmart opportunity is identified during an ad break, the box will choose the most relevant stored ad to play.
4. That ad is then served seamlessly into the ad break.

Choose the Most Relevant Audience

Sky AdSmart now has over 900 individual target segments to choose from. These include targeting from the following categories:

- Socio-Demographics (including Experian Mosaic)
- Location (including postcode area and Local Govt. area)
- Financial Characteristics
- Purchase behaviour
- Technology usage (including mobile operating system)
- Lifestyle

Any number of target segments can be combined to accurately identify a target audience.

The attributes are made by combining Sky's own household data with household-level data from a number of leading data providers and consumer profiling experts such as Experian.

Harness Advertiser Data

As well as allowing advertisers to select from our 900 fixed attributes, Sky AdSmart also lets advertisers harness their own data to build custom segments. By matching their own customers to Sky Households advertisers can do such things as:

- Target groups of existing customers with up-sell or renewal messages
- Profile existing customers to understand their characteristics;
- Exclude existing customers to target potential new customers

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Measure Success

Through both brand and performance evaluations, Sky AdSmart offers the opportunity to measure the effectiveness of a campaign based on the KPI's that matter - from awareness through to sales. This allows advertisers to understand what works and refine future activity to drive better results. These evaluations are done through Sky AdSmart Analytics.

For more information, please speak to your Sky AdSmart representative or email:
skyadsmart@sky.uk

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* Excludes live broadcasting, **Excludes GSS and Transfer Deadline Reports

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