

Welcome

Here is your latest news blast from Sky AdSmart



Drayton Motors return after a successful 2017 with Sky AdSmart

Last year Darren Bradford, Drayton Motors General Manager said "it's transformed our business!" after their first Sky AdSmart campaign. So it's great to see that they are back in 2018 with a series of campaigns aiming to capitalize on that success. In June 2017 they out-performed the new car market by over 40%. After their Sky AdSmart campaign the number of customers in their franchise area buying from their nearest competitor fell to zero, and sales that they registered from people in the adjacent franchise area went up from zero to 62 – a swing of 148 sales!



Blue Air are off to a flying start with Sky AdSmart

Blue Air is Rumania's biggest airline carrying over 1.5m passengers a year. In the UK they run flights to 22 European destinations from Glasgow, Liverpool, Birmingham, and Luton Airport. This month they launch a Sky AdSmart campaign promoting their flights to Rumania, Cyprus and Italy out of Luton Airport. This is their first TV campaign in the UK and they are using Sky AdSmart's ability to target conquest customers using MasterCard card data that identifies Sky households that book international flights directly with airlines.



Property Mark move into targeted advertising using 20Ci data

Propertymark aims to be the go-to organisation for any questions relating to property. Their focus is on helping people buy, sell and rent their homes. Estate agents, letting agents as well as auctioneers who display the 'Propertymark Protected' logo are actively ensuring maximum protection for their clients. Their first Sky AdSmart campaign is using 20Ci data to encourage recent and imminent home movers to look out for the Propertymark logo in choosing an agent.



Wakefield County Fostercare use Sky AdSmart to make a difference

There aren't many ad campaigns that ask more of their audience than to think about taking responsibility for the life of a young person. So we are delighted that Wakefield Council have decided to follow in the footsteps of 12 other local authorities by using Sky AdSmart to find potential foster parents. Foster parents don't need special qualifications but do need to have a spare room, be able to provide the emotional support needed, and want to make a real, positive difference to a child. It's heart-warming to know that so many Sky customers respond positively to these campaigns.



Mortgage Key target new home owners using Sky AdSmart

Mortgage Key offers a service that guides customers through the process of finding a mortgage and buying a home. Unlike price comparison sites it's a very personal service delivering a tailored solution to meet your needs. Their first Sky AdSmart campaign is using the 20Ci data to target pre-home movers – a data set that updates every month to provide a fresh audience of prospective customers. And coincidentally their web site features a section on the probable cost of 8 iconic Christmas Movie homes all featured on Sky Cinema last December.

Sky AdSmart is the revolutionary approach to TV advertising which levels the playing field, so businesses of all shapes and sizes can benefit from the advertising impact of TV. With Sky AdSmart different ads can be shown to different households watching the same programme. This means brands and businesses can now advertise on national channels, but to relevant audiences.

There are thousands of combinations to choose from when selecting the audience that sees your ad. Households can be selected based on 1200 factors, take a look at just some of them below.

Pet Ownership



Age of Baby & Kids



Regions



Home Ownership



Early Tech Adopters

