

SF VOD Performance FAQ's

What is SFVOD Performance?

Short-Form VOD Performance is Sky's first digital performance solution. Pre-roll ads that play before clipped premium broadcast content published across the Sky Publisher Player.

What makes it a Performance solution?

We want to be judged on a ROI goal, set prior to the campaign. We go beyond looking at click through and view through rates and instead focus on tracking, measuring, reporting and ultimately being judged on a client's business outcomes e.g. Cost per Purchase

How do we track and measure business outcomes?

We use a measurement company, Kochava, to track both across mobile/desktop web & in-app. A Kochava pixel is needed on the client's website or in their app for us to do so.

What outcomes can we track?

Any outcome where we have the pixel in place on the client's website.

What do we optimise to?

We optimise the campaign to best converting, publishers, creative and audience.

How often do we optimise?

Our campaign managers optimise on a daily basis. Day 1 to Day 3 based on creative. Then Day 4 onwards based on who is purchasing the product and find more of them through lookalike targeting.

What attribution model do we work to?

We usually work to a 7-day post click and impression attribution model. The time window can be changed depending on advertiser. We do not run on a last click model.

How do you buy SFVOD Performance?

We sell on a CPM buying model and run the campaign on a managed service basis.

What are the CPM rates?

£12CPM. This includes all measurement and audience targeting fees.

Is there a minimum spend threshold?

No, however, we recommend at least £20k a month in order to allow the solution to optimise correctly.

Is there a minimum length of time for a campaign?

Yes, we need a minimum of 2 weeks. Once again so that we can optimise the campaign correctly.

What targeting capabilities does SFVOD Performance have?

Targeting capabilities include demographics, geographical, device type and addressable audiences.

What is the SFVOD ad format?

Non-Skip Solus Pre-Roll 6" – 30" (YT skippable after 20")

What is Sky Publisher Player?

Sky Publisher player is a network of 200+ vetted brand safe 3rd party websites that host Premium Sky Broadcast content.

Is it Brand Safe?

Yes. Content is premium broadcast quality, and we are IAB 2.0 Gold Certified. Highest safety clearance for Digital

Does copy need to be Clearcast approved? And how do we deliver?

No, copy does not need Clearcast approved. Copy can be delivered via Sky Library and Clock No. and URL shared. Alternatively, 3rd party asset tags can be provided, as well as raw MP4 file.

Can the performance data be sent to an agencies own reporting platforms?

Yes, if you use a Mobile Measurement Platform (Appsflyer, Kochava, AdJust, Branch.io, etc,)

Can we run Brand Studies across SFVOD?

Yes, we use ODR methodology to conduct studies at 2 different levels. **Min spend £50K*