

Sky Short Form Video Performance

Digital performance advertising, around broadcast quality content...

What is Sky Short Form Video Performance ?

- We are coming to market with a performance solution that offers pre-roll video ads next to some of the best short-form Sky content...
- But where campaign success goes beyond measuring impressions & clicks and instead focuses on converting viewers to an advertisers' business outcomes.
- Those outcomes can be purchases, subscriptions, sign-ups, trials, brochure requests, etc.
- We can measure not only these outcomes but also optimise towards them on a daily basis throughout the campaign and then report back to you on the number of outcomes we converted, to provide a true understand on return and ad spend.

The possibilities are endless on what we can track

Campaign Metrics

- Impressions
- View Through Rate
- Completed Views
- Response Rates
- Web Visits
- Clicks
- Click Through Rate
- Creative
- Installs

Business Outcomes

- Purchase
- Checkout Complete
- Add to Wish List
- Sign-Up
- Quotation Started
- Quotation Complete
- Add-to-Basket
- Subscription
- Event Registration
- Trial
- Request a Brochure
- Book Appointment
- In-App Purchase
- Donation Complete

Any Action... either on a client's web page or within their app

There are 4 parts to the proposition



World Class Rights Based
Sport Content



Reaching an Audience outside
of Sky Environments



Measuring, optimising, reporting
and being judged upon an
advertisers' business goals



Providing audience insight on
who has purchased advertiser's
product/services

And finally, this is what it looks like... hover your cursor over the screen and press play

