

Dual Screen Action

How Second-Screening Drives Conversion





Dual Screen Action

We've all done it: relaxing on the sofa, your mind wanders, and you reach for your phone. There's an irresistible pull from our handheld devices that, despite TV offering the most compelling content, is unignorable.

But what do we do when we second screen, and how can brands tap into this ubiquitous behaviour?

In this report we'll dive into the details of this very 21st Century action, and discover what's really going on when we dual screen.

We'll explore how the TV can provide a powerful jumping off point for search. And how an omni-channel strategy can make the most of both devices in tandem.

Methodology

We conducted an online survey with sample sourced using a Toluna panel. The sample was 1,565 UK citizens, who watch TV shows and films, aged 18-74. The survey took place 2-8 November 2023.

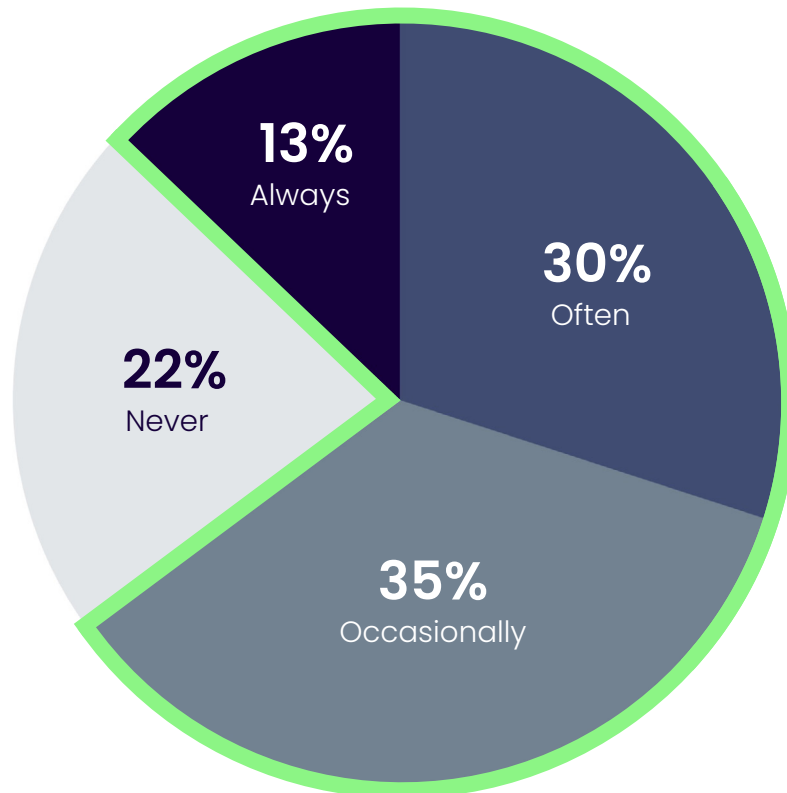




Do you Dual Screen?

Dual Screening is extremely common, with nearly 2/3rds of people occasionally or often using their mobile while TV viewing. 13% of people always dual screen.

How often do you use a second screen whilst watching TV?



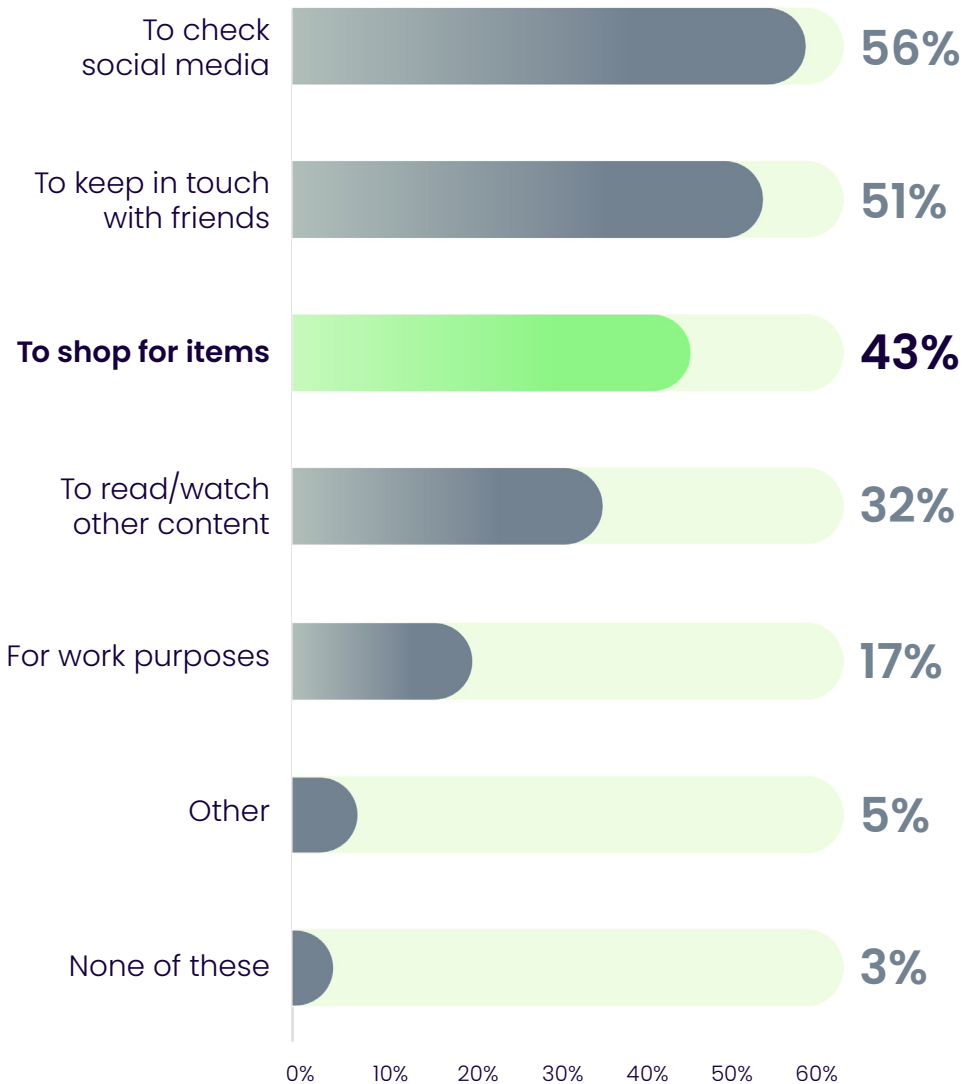
78% use a second screen while watching TV Always/Often/Occasionally



What's on Your Screen?

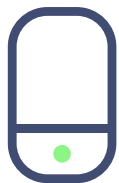
We asked people who dual screened what exactly they were up to on their mobile devices.

In good news for brands, 43% of them use their device for shopping. With TV often considered an upper funnel medium, this raises opportunities for more consideration and conversion focussed messages: Direct Response TV.



43%

of dual screeners shop on their device whilst watching TV

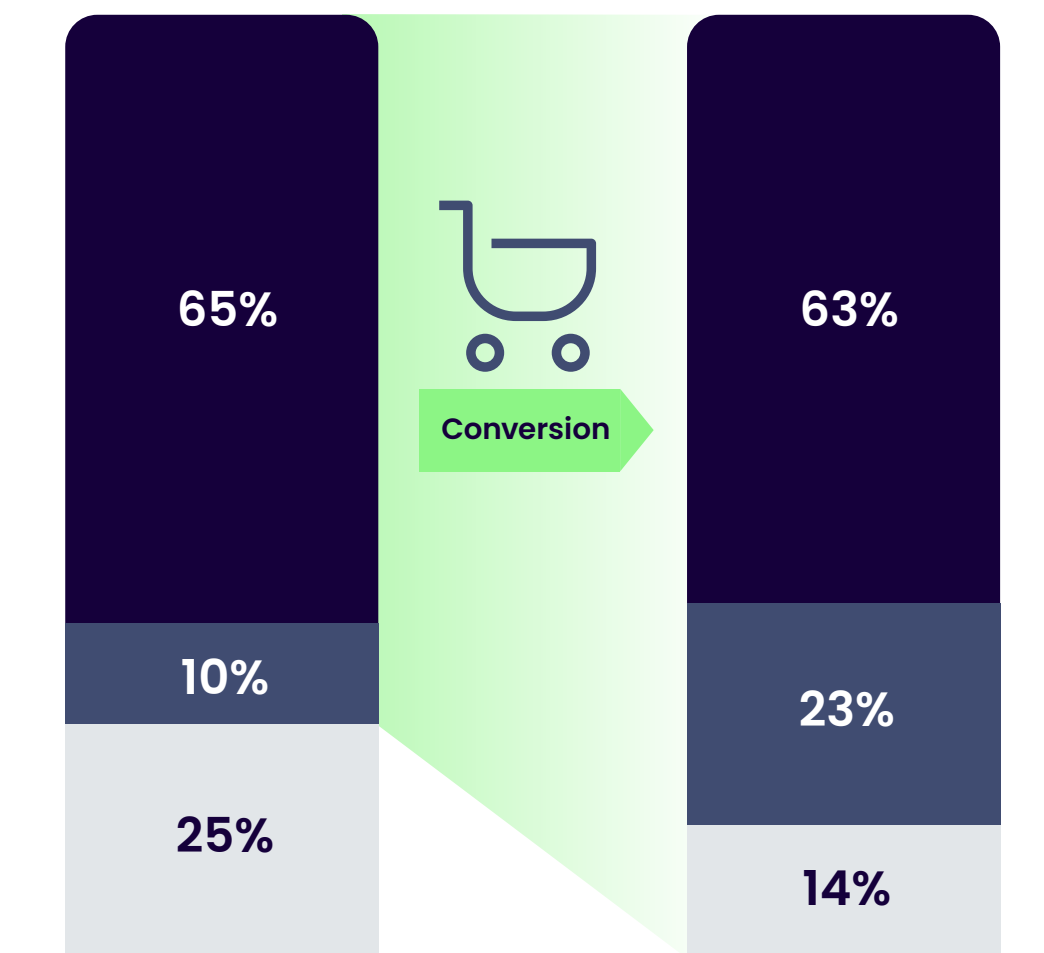


Do you Search? Do you Buy?

The mobile phone continues the brand journey from the TV screen. A huge proportion of people frequently search and then purchase products or services that they've seen advertised on TV.

Dual Screeners who search for products / services

Dual Screeners who search, who subsequently purchase products / services



- Once a year or more often
- Less often than once a year
- Never

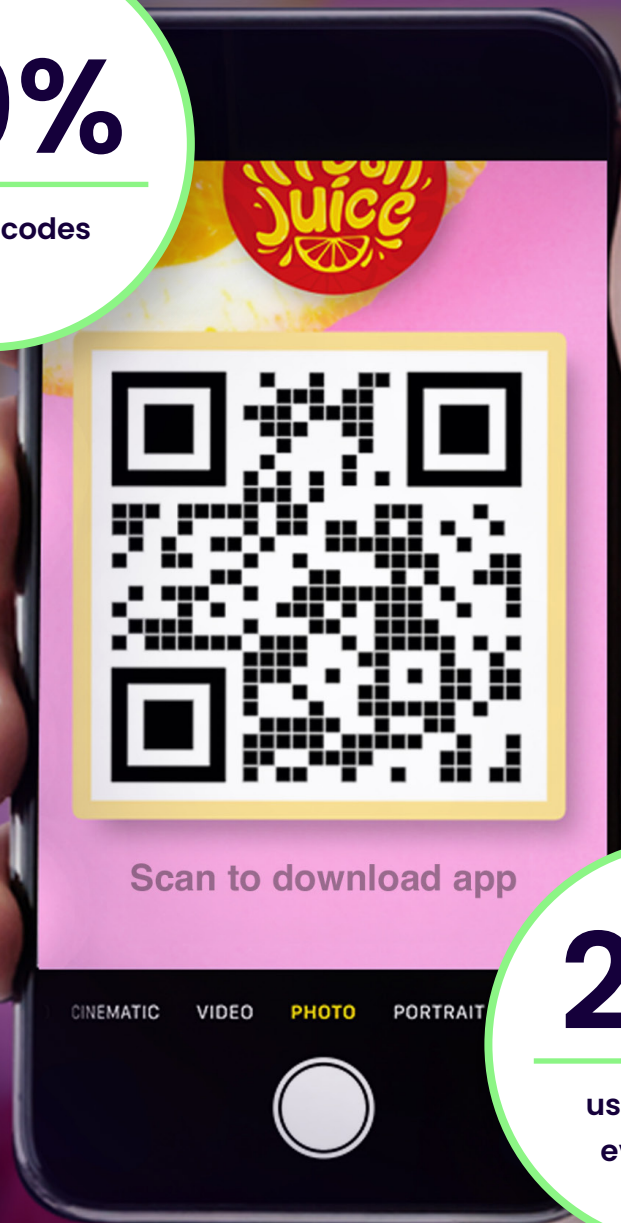


Do you QR?

The case for using television as a direct response is further enhanced by the willingness of dual screeners to engage with QR codes.

50%

use QR codes



29%

used QR codes
every month



Ecommerce has evolved, and
mobile shopping is now the norm.

Benjamin Airdrie, Monks

Activation Strategies

So, users are Dual Screening in droves. Furthermore, they're searching AND purchasing products and services whilst they do so.

What does that mean for advertisers and how can we use this for media buying strategies?



Contextual OLV

Add Online Video into the mix to complement a TV campaign.

Use TV for the big brand message, and then follow up with more targeted offers on contextually relevant mobile sites.



ACR Data

Use Nexxen's ACR data to identify audiences exposed to your messages on linear, SVOD, BVOD, and AVOD.

Then re-target them on mobile with a lower funnel execution or campaign.

This moves previously unknown audiences (discovered using ACR data) into the digital eco-system.

And once on mobile they're more likely to convert.



Encourage Search

Use Direct Response TV tactics to encourage viewers to use their mobile devices.

Explicit Calls to Search can capitalise on the prevalence of dual-screen-searchers.