

Case Study

Driving Incremental Reach: Vodafone UK's Game-Changing CTV Success with Adform and Magnite



Results:

How did Adform and Vodafone seize upon a unique market opportunity with an innovative approach to programmatic advertising? Partnering with Magnite, we expanded into the omnichannel landscape, leveraging Connected TV to reach audiences previously engaged with competitor telecom services. Discover how our campaign achieved exceptional performance metrics and unlocked significant incremental reach.

95%

Completion Rate
Demonstrating strong engagement and viewer retention

\$0.026

Cost Per Completed View (CPCV) Highlighting efficiency of budget utilization

46%

Incremental reach
Of the 227K unique users reached, almost half were digital-only viewers



“Partnering with Adform and Magnite gave us an incredible opportunity to revolutionize our programmatic advertising and reach incremental demographics. By leveraging the power of Connected TV, we reached younger audiences that were previously hard to engage with traditional TV. Importantly, we also captured audiences that had been loyal to other telecom providers.”

Tajj Zeb
Programmatic Lead, Vodafone

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Why Adform?

For years, we've proudly partnered with Vodafone and made significant strides in enhancing programmatic delivery. Our latest venture involved collaborating with our leading SSP partner, Magnite, to expand into the vast omnichannel landscape.

As Vodafone's trusted DSP partner, we constantly seek innovative solutions and new opportunities. Understanding the importance of television for Vodafone, we explored the potential of Connected TV (CTV). Our goal? To unlock greater reach and elevate our shared success.

Challenges

Vodafone UK were presented with a unique opportunity. One of their competitors had just discontinued its customer-facing broadband service, a brand much loved by UK consumers. This created a gap in the market that Vodafone was eager to capitalize on. Faced with this market shift, Vodafone needed to act swiftly to attract consumers now seeking a new broadband provider.

Solution

To effectively reach Connected TV audiences previously engaged with the competitor telecom service, we used precise Nielsen data segments for targeted postcode campaigns. LG, Pluto, and Samsung were our primary suppliers for delivering content through the Magnite SSP.

Our campaign resonated strongly across a diverse range of genres: Entertainment, General Variety, Documentary, News, Reality, and Sports. We achieved exceptional performance metrics, including an impressive 95% completion rate and a highly efficient Cost-Per-Completed-View (CPCV) of \$0.026.

Notably, the largest digital-only audience segments were found among the 18-24 and 35-44 age groups—audiences that were previously inaccessible through traditional linear TV. This demonstrates game-changing incremental reach with Connected TV.