

Case Study

Sky

Cross-Device Audience Management

Objectives

Sky Italia wanted to retarget its audience and attribute conversions effectively so that it would better understand its monetization potential.

Solution

To meet Sky's objectives, Adform used its recently developed Cross-Device Audience Management solution, fully integrated into its DMP and DSP, for cross-device attribution and retargeting. After a careful selection process, the probabilistic data provider **Screen6** was used to de-duplicate Sky's user data to match each user across multiple devices.

Adform provided Screen6 with the raw event data for all of Sky Italia's ad impressions, clicks and website page visits. The data included, but were not limited to, tracking point IDs, timestamps and cookie IDs, which are used to determine the matching devices (please note that Adform never uses Personally Identifiable Information).

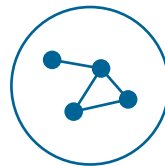




Results

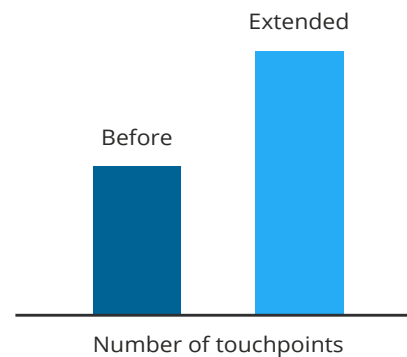
By applying the Adform Cross-Device Audience Management solution, Sky Italia was able to see an uplift in additional touchpoints using cross-device data. Moreover, Sky Italia can effectively retarget its audience across screens.

Attribution



Extended Touchpoints

Pre-conversion touchpoints increased by **78%**, compared to before using cross-device data, for every conversion measured.



Retargeting



Audience Expansion

With Cross-Device Audience Management and Retargeting solution, Sky Italia expanded its initial audience segment by **49%**.

