

Case Study

ITV boosts online engagement with integrated email campaigns



Experian™
CheetahMail

Intelligent targeting and preference analysis ensure emails find their audience



Overview

ITV is the UK's most successful commercial TV network, responsible for hugely popular shows including Coronation Street, Emmerdale, The X Factor and I'm a Celebrity... Get Me Out Of Here!; along with quality drama and sports programming. Its ITV.com website acts as an extension of the broadcaster's TV offering, allowing viewers to engage interactively with their favourite programmes.

Solution

The idea at the heart of the strategy was that communications should move away from generalised ITV newsletter content and instead harness viewers' individual preferences to make them as relevant as possible. Using CheetahMail's solution, ITV developed a series of campaigns based on individual shows including Coronation Street and I'm a Celebrity... Get Me Out Of Here!

Coronation Street viewers are now encouraged to subscribe to a weekly email newsletter, sent in the form of the Street's local paper, the Weatherfield Gazette. Email sign up boxes are embedded within various pages of the dedicated Coronation Street website on ITV.com, as well as being promoted on the programme's Facebook page. The email campaigns enable viewers to engage with the programme through exclusive video content and news, whilst acting as a direct channel back to ITV.com and utilising Facebook Share – a link that enables recipients to upload and share the newsletter with their friends on Facebook; an application that has been integrated into all ITV email campaigns.

Challenges

ITV began working with Experian CheetahMail (CheetahMail) as part of a drive to attract more viewers to its website, using a deeper level of engagement with them based on individual viewing preferences.

The company had three key objectives:

- to improve viewer engagement with ITV
- to increase video viewing online
- to increase return traffic to ITV.com and thus help to boost advertising revenues.

In addition to this, ITV has utilised CheetahMail's social media integration,



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“Working with Experian CheetahMail has enabled us to tap into our users’ individual viewing preferences and provide them with the best experience possible through relevant, entertaining content.

This has been a hugely successful campaign, significantly improving viewer engagement with ITV and increasing the number of videos viewed online.

Without doubt it has fuelled return traffic to the site, which has provided us with further advertising revenues.”

Oliver Fisher, CRM Manager, ITV

which means that every week, when the newsletter is deployed, CheetahMail's solution posts the content onto Coronation Street's official Facebook and Twitter pages. New and existing subscribers can manage their ITV emails through a subscriber preference centre; an option that has been embedded within the welcome programme and the email campaigns. This has ensured that recipients are only emailed about other shows that match their preferences, whilst encouraging cross-promotion and driving traffic back to ITV.com. Additional through-the-line activity has also been used to increase viewer engagement. Template-based email alerts are used to send breaking news about the soap to subscribers, and an on-air television advertising campaign has been harnessed to promote the Weatherfield Gazette newsletter.

ITV also tasked CheetahMail to develop a campaign centred around its jungle-based hit reality show I'm a Celebrity... Get Me Out Of Here! Branded email alerts carrying breaking news and video content have given subscribers unrivalled access to the latest live developments in the jungle ahead of that day's television programme. This use of fresh engaging content has increased frequency of contact with the subscriber base whilst encouraging online video viewing; allowing ITV to witness a measurable ROI from website traffic.

Results

After the launch of the campaign, ITV has seen significant results:

- subscriptions to the Weatherfield Gazette have grown 129% year on year
- the Weatherfield Gazette and Coronation Street email alerts have driven 385,000 video views during the year
- users sharing the Weatherfield Gazette on their own Facebook profiles has resulted in 47,000 extra referrals to ITV.com
- video views per subscriber per month have gone up by a third year on year as a result of email activity
- the campaigns also delivered a prominent boost to online advertising revenues.