

Food delivery company achieves a 63% increase in brand awareness

Food delivery company demonstrates power of collaboration with Channel 4's BRANDM4TCH, powered by InfoSum



Increase in brand awareness



Increase in consideration



Challenge

A food delivery company, wanting to leverage their customer data to drive brand engagement, needed a way to collaborate with Channel 4 in a nimble and tactical way, requiring a fast and smooth completion of the contractual and infosec process. With growing consumer awareness around privacy, it was also important to the food delivery company that they found a solution that prioritized privacy to allow for safe, yet effective, use of their customer data for targeting.

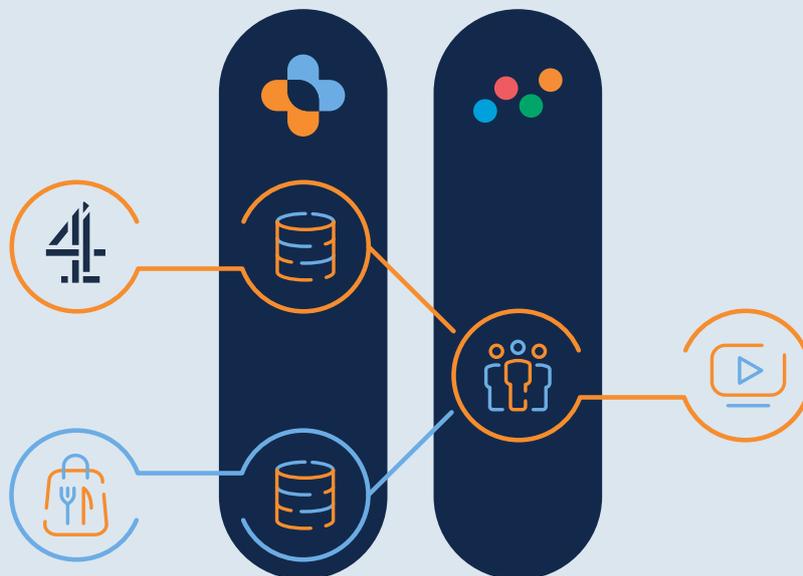
Channel 4 faced significant challenges created by traditional approaches to data-matching that require the centralization and sharing of data, leading to an inability to work with some brands and potential lost revenue opportunities. They needed a new, innovative solution that offered brands a secure and smarter way to collaborate.

Solution

Channel 4 partnered with InfoSum to launch BRANDM4TCH, a privacy-safe data-matching solution. The solution allows brands to easily and securely match their first-party data against Channel 4's All 4 24 million registered users* to create custom audiences, without having to share any data. In addition, once matches are complete, Channel 4's advanced data platform (Mediarithmics) uses additional modeling techniques (e.g. using viewing behavior) to add greater scale before the campaign is served.

With InfoSum's technology eliminating the need to ever share personal data, the food delivery company was able to create bespoke audiences using the full fidelity of their customer data and All 4's audience data, with each party remaining in control of their data at all times. This allowed the food delivery company, a data-centric brand working in a fast-moving industry, to accurately and intelligently target their customers across All 4's premium inventory in a timely manner.

*Accurate as of January 2021



Results

The food delivery company saw significant improvement in marketing objectives by matching their data against All 4's authenticated audience through BRANDM4TCH, powered by InfoSum.



To measure the effectiveness of the BRANDM4TCH solution, Channel 4 enlisted the help of Dynata, which, through their opted-in panelists, was able to survey users who had been exposed to the campaign. Channel 4 asked Dynata to survey two user groups; those who were exposed to the campaign via a BRANDM4TCH audience and a standard audience, allowing Channel 4 to analyze the aggregated data and determine marketing effectiveness.

The food delivery company's campaign goals were to drive brand awareness, brand favorability and purchase intention amongst existing and dormant customers, ultimately resulting in increased sales. So they were delighted when the BRANDM4TCH audience achieved a 63% increase in brand awareness and 38% increase in consideration when compared to the standard audience. For Channel 4, the results clearly demonstrate the value of BRANDM4TCH to brands as a way to target their customers in a privacy-first, cookieless world.

InfoSum's decentralized data infrastructure paves the way forward for faster and easier collaboration between brands and media owners. By removing the need to share or centralize data thanks to InfoSum's patented privacy-first technology, the food delivery company and Channel 4 were able to dramatically lower the compliance burden and avoid lengthy security and legal reviews.

Looking to the future

The results from both a campaign and collaborative perspective strongly validated the strength of the BRANDM4TCH solution to the food delivery company and Channel 4. Excited by the results, the food delivery company is looking to run future campaigns through BRANDM4TCH and expand their relationship with Channel 4.

“With the results we’ve seen from this campaign and many others we have run, we’re incredibly excited by the future of BRANDM4TCH. InfoSum’s groundbreaking technology empowers us to have data matched and a campaign up and running in a matter of days. And because of the non-movement of data approach that puts the privacy of consumers first, we are confident that in addition to the advertiser benefits, we’re also delivering a more relevant viewer experience.”

David Amodio

Channel 4’s Deputy Head of Digital and Innovation