

Intuit's online video incremental reach experiment delivers big results

The challenge:

Intuit QuickBooks, an online accounting software for small business, entered the Australian market with a clear communications challenge: build brand awareness and tap into the Small and Medium Business (SMB) vertical which accounts for more than 2 million business owners. Traditional TV had been employed to drive reach and build awareness for several years, and while effective, there were nagging concerns around the lack of accountability, and a pressing need to deal with shifting consumption behaviour impacting TV audiences which were rapidly migrating to online video.

The solution:

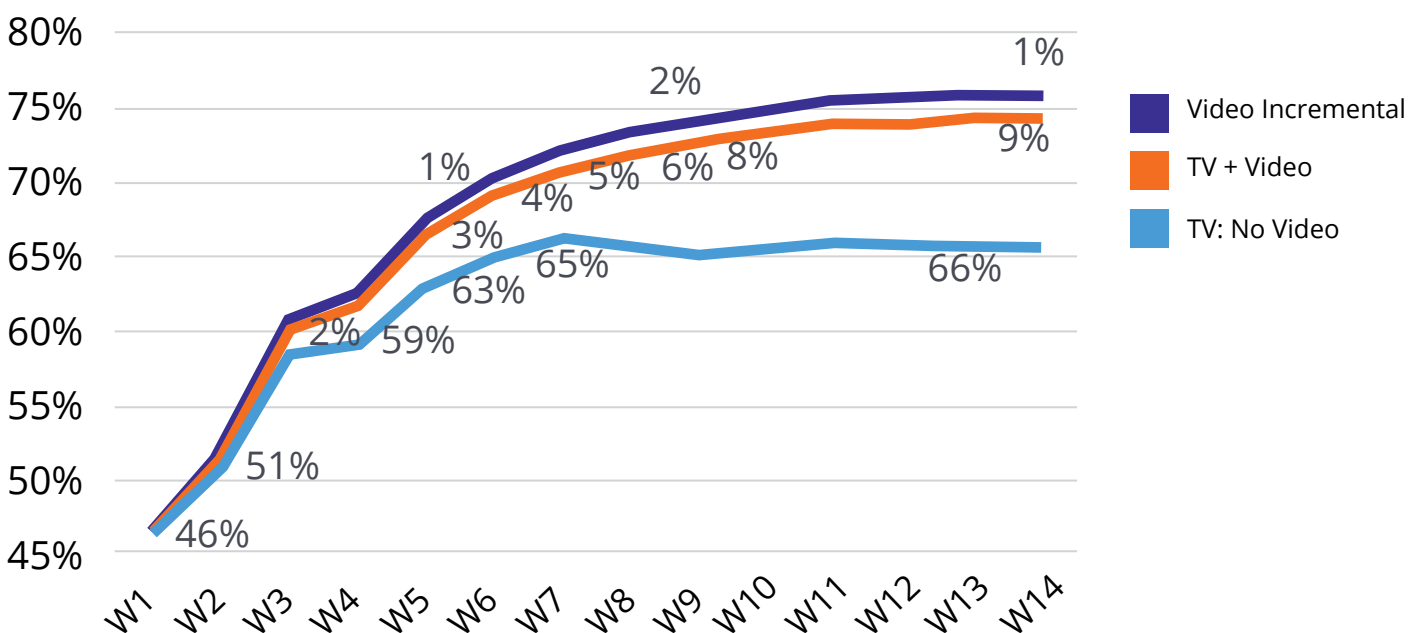
Intuit worked with DWA, their local media agency to devise a testing framework that would allow Intuit to understand the value of online video. The experiment harnessed multiple internal data sources, 3rd parties, and human intelligence.

Additionally, any solution would need to assist Intuit with answering a number of key questions about the role of online video in the marketing mix;

- How was its target customer consuming on broadcast vs. online video, and what was the cross-over?
- Could video substitute for expensive TV reach and frequency?
- Could video do the brand job that TV has excelled at so far?

DWA recommended a partnership with Milward Brown and dataxu to deliver and measure an online video campaign which would run across Australian eastern seaboard metro areas in conjunction with free-to-air television activity. DWA and dataxu worked together to identify SMB data and premium video inventory sources and placed media buys based on Intuit's reach and frequency goals.

TV vs. Video Reach Build



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Noteworthy results and key learnings:

The campaign strategy delivered compelling results:

- Tremendous cross-over occurred between Intuit's TV and digital advertising.
- Online video was highly effective in connecting the brand with light and non-TV viewers. The online video for the campaign delivered half the total frequency from TV/digital combined against the light TV-viewer demographic.
- Video ads drove far higher engagement (CTR was 125% greater) than display advertising, and further engagement on Intuit's site (bounce rate was 15% lower than display).



78.9%

Total TV footprint reached



4%

Digital incremental reach



125%

higher CTR than display

TV

74.5%

Digital

24.4%

