

Case Study

Astro Leverages Programmatic Marketing To Achieve 5X Conversion Rate

About Astro

Astro is a leading content and consumer group in Malaysia. It has a customer base of 5 million residential customers—approximately 69 percent of Malaysian TV households.

Astro's viewership goals

In June 2016, Malaysian football fans were set to witness all the thrills and excitement of the sport due to the fact that Astro acquired broadcast rights of UEFA EURO 2016 in Malaysia. However, being the official and exclusive sports broadcaster of something as big and popular as the UEFA EURO 2016 is a challenge in its own right. To become a successful broadcaster, Astro needed something more than the broadcast rights. It needed to promote its channels. Astro had to come up with ways to inform, persuade and remind viewers to tune in or subscribe to Astro. The growth of illegal streaming websites also presented additional challenges to Astro.

The game plan

The two main promotional tools that Astro planned to use to maximize viewership were: Astro's official sports website, stadiumastro.com (Stadium Astro) and tune-ins on TV and on Astro's mobile "on-the-go" app (i.e. Astro On The Go). The Stadium Astro website and app offered match statistics, match highlights in multi-camera angles and the latest news, videos and results. The website and app also provided updates on the tournament in the form of a news feed and video content. Also available:

- **Personalized newsletters**
- **Fantasy games**
- **Lead generation form for sign ups**

Astro's ultimate goal was to increase subscriptions of its Astro Sports Pass.

Choosing a partner to make it happen

Astro needed a partner to achieve the objective of permeating its target digital platforms and locating prospective new subscribers. Ultimately, Astro chose dataxu's TouchPoint™ demand-side platform to identify opportunities and optimize tactics. A pilot campaign was run with dataxu, with three goals:

1. **Cost-effective return on investments, both CPM (Cost Per Mile) and CPA (Cost Per Action)**
2. **Maximize digital reach**
3. **Get a complete view of the Astro audience and measure increase in subscriptions**

dataxu's highly responsive and insightful team was more than ready to partner with Astro on key pilot campaigns. dataxu's tactically sound approach to problem solving and its click fraud management strategies, plus strong global reputation and market liquidity, made it a low-risk bet for Astro.

The main objective of Astro's pilot campaign was to drive subscriptions (new customers and up-sell) of Astro's TV Sports Pack to enjoy the UEFA EURO 2016 matches on Astro.

In order to achieve this, Astro launched a programmatic campaign focused on three things:

- **Relevant messaging based on customer funnel using prospecting and retargeting that ultimately would provide a complete view of its audience through a single lens.**
- **Continuous improvements to audience segments by getting datapoints from the learning system to build out even better segments.**
- **Conversion analysis of respective audience segments to identify impact on subscriptions.**

Getting the message across

Astro came up with 14 creatives in two different languages – English and native Malay. These 14 creatives were used in three phases:

- **First: To achieve broad reach using the brand messaging.**
- **Second: Using subscription messaging ads created before and during the tournament.**
- **Third: Running creatives during the tournament from the quarter finals stage onwards.**

The creatives were mapped out to segments created in TouchPoint™. Remarketing was also a focus of the three phases and creative options. Assets were created based on market research about which players were trending in Malaysia at the time of the tournament. The profiles of such players were used on the custom creatives. In order to reengage users, key pages were pixelated across Astro's websites to drive retargeting performance.

dataxu enabled media buying in brand-safe environments, while ensuring the highest quality premium inventory buying through private exchange.

The result

Astro saw the following results from dataxu's pilot:

- **Five times higher conversion rate than the next best 'buying' platform.**
- **Two times lower cost/acquisition due to use of improved segments.**
- **A rich look-alike modeling segment for future use of similar campaigns.**
- **A ready server-to-server integration with their DMP.**

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