

Client Case Study

Canoe Ventures

Dynamic Ad Insertion (DAI) for Premium Subscription VOD (SVOD)

The explosion of Dynamic Ad Insertion (DAI) on cable VOD has crossed over into the Premium SVOD world. Working with Canoe®, the dynamic swapping of promotional and tune-in spots on SVOD emerged as an arrow in Starz Entertainment's quiver to manage their content.

Starz saw a combination of cost savings, rapid replacement of creatives, daily viewership reports, and attribution analytics as drivers for having Canoe dynamically place their ads.

Swapping Creatives

For SVOD providers, internal campaigns on VOD for marketing brand awareness or tune-in have been executed through a 'content re-fresh' by video operations. This involves the time consuming and costly process of managing the content license dates, stripping existing 'baked in' ads, stitching new 'baked in' ads, packaging up the refreshed files, and pitching the content out again to MSOs. Through Canoe's DAI capability, Starz was able eliminate the reprocessing and re-pitching of entertainment content to the distributor.

Making last minute revisions to ad creative had not been possible on cable VOD. Marketing managers are boxed into a video operations cycle of re-pitching and refreshing content. With Canoe DAI, Marketers not only make last minute revisions, but can revise the creative throughout the campaign.

Reporting & Data Analytics

Reporting of VOD viewership typically occurs through weekly or monthly publications of reports from media measurement companies. While these reports are the trusted standard for views to a program, daily ad impression reports from Canoe were able to show the number of promos served on SVOD content the next day. With added capabilities for grouping, promoting, or highlighting specific titles on the STB guide, Starz was able to use daily reports from Canoe to help optimize the positioning of their content for subscribers.

Starz wanted to run a new subscription campaign on a FVOD network and measure the effectiveness of the campaign through attribution. Because Canoe is the *Service Assurance* company for DAI across 100 networks and 40 million cable TV households, producing analytics that show how non-subscribers become subscribers is a unique capability. Below, are aggregate results from multiple networks and multiple promo campaigns showing an almost average 3X conversion lift (283 conversion index) over those who did not see the campaign for On Network campaigns (e.g. Starz promos on Starz)

