

Shopping for incrementality:

Leveraging MiQ's TV Intelligence to boost eBay's big screen YouTube reach

eBay wanted to get more 'casual sellers' listing on their platform over their competitors.

Here is how MiQ used its **TV Intelligence Platform** to drive 3% incremental reach across YouTube & Online Video on top of eBay's existing linear TV strategy - **saving them £450k in the process!**

Discover how we did it

eBay's business objective:

- ▶ Get more 'casual sellers' to list more on eBay vs. other competitor platforms by highlighting their ability to support sellers looking to make money and declutter - enabling them to sell with confidence

MiQ's strategy:

- ▶ Raise awareness by driving cost-effective incremental reach across YouTube & Online Video on top of eBay's linear TV campaign



GOALS

- MiQ leveraged its **Connected Audiences** solution, the most diverse and accurate audience dataset in market, to build out eBay's 'casual seller' audiences, e.g. Gen-Z and homeowners.
- Then, MiQ's innovative **TV Intelligence platform** was used to identify how this custom audience could be reached in areas of true incrementality vs eBay's Linear activity.
- To ensure contextual relevance to these audiences, we leveraged MiQ's unique **YouTube Channel Recommender** to identify the most relevant channels and videos.
- Our team then activated a **YouTube campaign focused on the big screen**, where we know younger audiences are consuming their content.

SOLUTIONS



The results speak for themselves! We delivered...

3% incremental reach across audiences
that were not exposed to linear TV

We also uncovered that the Gen Z was the **highest performing group** within the overall casual seller audience - an insight that will help to inform future strategies!

And the cherry on top...
we saved eBay £450K of
linear TV wastage!

£450k

RESULTS





"It's no secret that TV viewing habits have changed in the UK. These shifts have led to more fragmentation when planning, activating and measuring TV.

With this campaign, it was crucial that we prove the effectiveness of incremental reach for media buyers and planners. We are delighted to say that we did and the results were fantastic!

By working in tandem, we ensured that we provided the best solution and savings for our client."



Naz Gungor
Senior Account Director - Digital
EssenceMediacom

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