One Pager

Sky AdSmart Introduction

The Power of TV, Enhanced

TV advertising for businesses of all shapes and sizes

Sky AdSmart is the revolutionary new approach to TV advertising from Sky which levels the playing field, so businesses of all shapes and sizes can benefit from the unrivalled power of TV.

With Sky AdSmart different ads can be shown to different Sky households watching the same programme. This means brands and businesses can now advertise in amazing content, but only to the precise audience you want.

Households can be selected based on factors like location and lifestyle, derived from a combination of Sky's own customer data and information from the consumer profile experts, Experian.

Before Sky AdSmart, TV advertising was mostly mass market and therefore a big investment. Sky AdSmart's controllability and precision radically reduces the outlay required, making TV advertising possible for almost any business. In fact, 70% of advertisers using Sky AdSmart in the UK are new to TV or Sky.

Is Sky AdSmart right for you?

If any of the below sounds like you then Sky AdSmart could be the answer:

- You want to use the most effective form of advertising to grow your business.
- You want to restrict your advertising to a specific provincial or county region.
- You want to increase sales and/or brand awareness.
- You want to stand out against competitors.
- You want your brand to be seen in a premium/talked about environment.
- You want to be on TV for as little as €4,500 (excluding production costs)

Audience Attributes

Sky AdSmart allows you to pick and choose from a range of lifestyle Mosaics groups and geographical attributes. There are a number of ways you can mix them to make sure your ideal customers get to see your TV ad.

In addition to the fixed attributes detailed, in the future we will also be able to offer advertisers the option to create custom segments using your own customer data.

More details on audience segments can be found on the Sky AdSmart website under 'Audience Segments'.

How Sky AdSmart works

1. Household data is stored on the Sky+ HD box.
2. Relevant ads for that household are sent to the box via satellite.
3. When an 'AdSmartable' opportunity is identified during an ad break, a hint code tells the box to choose the most relevant stored ad to play.
4. That ad is then served seamlessly into the ad break.

Sky AdSmart is an impression based platform so the ad will play-out when your audience is watching, no matter which channel* or programme they are viewing.

Through both brand and performance evaluations, Sky AdSmart offers the opportunity to measure the effectiveness of a campaign based on the KPI's that matter - from awareness through to sales. These evaluations are done through Sky AdSmart Analytics.

sky one HD · sky two · sky atlantic · sky living · challenge · pick

sky sports main event · sky sports · sky sports football · sky sports golf

sky sports arena · sky sports news

*excludes live broadcasting
** excludes SS and Transfer Deadline Reports

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