

# Audience Guaranteed

Case study: January-February 2021

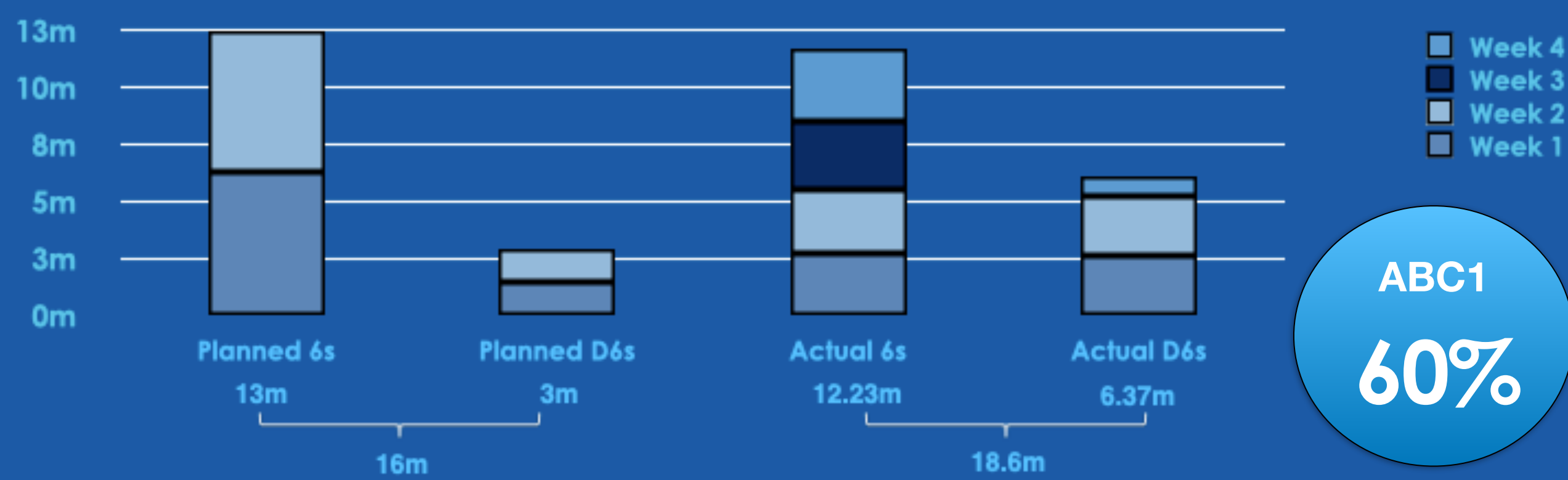
Global's partnership with TfL allows us to collect entry and exit data to London Underground. Through robust monitoring of audience movement across the network we can manage any potential drop in audience for a campaign and reactively up-weight, ensuring estimated impacts are protected.

In January we ran an Audience Guaranteed campaign over-delivering impacts for our client.

The full January lockdown was announced shortly after this campaign had booked. We therefore forecast a slight under-delivery and applied a D6 upweight to counter this.

Our Data team tracked audiences prior to and during the campaign and as a result of audience mobility shifts we activated two Digital 6s up-weights and an extension to the Classic 6s.

## Audience Delivery



Guaranteed impacts

16m

Delivered impacts

18m

116%

## Delivery Summary

Our data team scrutinised audiences throughout the campaign. When the client decided to extend the campaign, we redirected impacts from the Digital upweight to a 6s extension - keeping the campaign messages live to key audiences for longer.

Spotted the potential for a dip in audience for the final week of the campaign, we implemented an upweight of D6s to account for this. At campaign completion we delivered 18.6m impacts, 16% more than guaranteed.