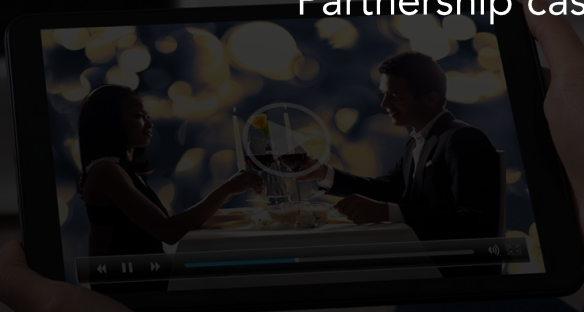




 Silverbullet

Channel 4

Partnership case study





Silverbullet empowers Channel 4 to unlock the full potential of its data-driven future.

Silverbullet helped accelerate the leading British Broadcaster's data rollout to better serve its advertisers and audiences, while helping solidify its in-house capabilities.

Channel 4 is a publicly-owned and commercially-funded UK public service broadcaster, with statutory remit to deliver high-quality, innovative, alternative content that challenges the status quo. It is headquartered in London, boasting a National HQ in Leeds and creative hubs in Glasgow and Bristol.

As a publisher broadcaster, Channel 4's unique model means it commissions UK content from the independent production sector.

Its public ownership and not-for-profit status ensure all profit generated by its commercial activity is directly reinvested back into the delivery of its public service remit.



In 2020, Channel 4's Advanced Data Suite was launched to support its advertisers in creating engaging and meaningful customer experiences.



Customer Story.

Channel 4 were looking to unveil a pioneering collection of data-driven, digital advertising products on All 4, offering advertisers unique targeting capabilities in a post-GDPR, cookieless environment.

All 4's new Advanced Data Suite consists of three key products:

1. Brandm4tch

Allows clients to 'Bring their Own Data' to target All 4 viewers. The innovation enables brands to speak directly to their customers on the All 4 platform in a way that is personal and GDPR compliant.

2. Approved

Offers targeting solutions for advertisers that help build pre-existing or bespoke segments on their platform.

3. Bespoke

Offers advertisers the ability to 'Build their own Audience' to deliver a targeted segment that is tailored to their specific needs, using a combination of viewer registration data, viewing preferences and All 4 ad delivery.



"We needed an expert partner who could design our new data strategy efficiently and implement data related capabilities across our business. Silverbullet's expert team were able to perform the technical tasks needed to get us in the right shape for our advanced data suite offering."

David Amodio

Head of Digital and Innovation at Channel 4



The Challenge.

Advanced data suite

In Spring 2020, Channel 4 wanted to launch a market leading data-driven product to increase advertising revenue through the use of data.

The Broadcaster needed an expert partner to support them throughout their entire data life-cycle and identify the correct technology platforms, people and processes.

They turned to Silverbullet, for its proven aptitude in data and intelligence-driven marketing activation, to support their efforts in building a customer-centric future.

The core objectives were:



Generate new revenue through the use of consumer data



Design a 'new' adtech ecosystem to execute media buying



Create a data-centric culture throughout the business



Explore intelligence-driven marketing strategies and activation methods



The Solution.

The Silverbullet team supported the broadcaster by utilising its Silverbullet Services methodology: Empowerment of data sets | Build of required tech | Activation of additional data partnerships

Empowerment Phase

Silverbullet developed and ran custom stakeholder workshops to gather requirements across the life cycle of data activation areas.

Through the workshops, Silverbullet mapped the priority and complexity of each requirement to enable the broadcaster to create a custom roadmap for the implementation of any new platform.



Build Phase

Through a detailed gap analysis across people, process and tech, Silverbullet was able to identify the changes needed to realise the broadcaster's requirements. These ranged from recruiting new staff, configurations of existing process, implementation and customisation of new technologies.

- Silverbullet worked with Channel 4's ad sales to help develop core data driven 'audience products' and associated pricing models to take to advertisers and agencies.



The Results.

A data-centric business.

Bringing the data and technology together, Channel 4 is now able to see the relative size of each audience segment they create and are then able to judge the CPM they attribute to each segment.

Once the foundation was set up, Silverbullet then introduced Channel 4 to a network of data specialists to help them achieve their offering of the Advanced Data Suite. This new network of data experts consisted of Mediarythmics and Infosum.

Channel 4's Advanced Data Suite has achieved:



"With digital platforms constantly evolving, we truly found expertise and support from Silverbullet was second to none. They helped us to better identify and capitalise on business opportunities through the power of data. The Silverbullet team has - and continues to - work closely with us to uncover customer insights and maximise its returns on investment."

David Amodio

Head of Digital and Innovation at Channel 4



 **Silverbullet**

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