

Media + Entertainment Case Study

Becoming a Broadcaster of the Future

One of the UK's leading broadcasters is embracing digital and data-driven transformation to become a leading broadcaster for future generations.

95%

reduction in campaign setup time, cutting it from 240 hours to approximately 12 hours

Overview.

The media landscape has been reshaped by data and digitalisation, making it harder for broadcasters to reach audiences across various platforms like linear TV, on-demand, and digital services.

A leading British broadcaster has spent the past few years accelerating its digital strategy. Part of its digital transformation journey is focused on creating a subscription-based streaming service that will offer ad and ad-free options to help improve user experiences.

Ahead of starting its transformation journey, the television network had a clear goal in mind; to future-proof itself and become a digital broadcaster built for today's consumers.

In a nutshell...

Core goal.



Become the Broadcaster of the Future

- Centralize data into one place as a self-serve tool
- Improvements on customer journey orchestration
- Ability to unlock data insights to improve business outcomes

Challenges



- Multiple data stores within the business
- Traditional linear business mindset
- Digital-first competition in the streaming space is fierce and growing
- Inefficiencies due to limitations with current technical set up

Tech



Technology Required:

- Treasure Data (Customer Data Platform)
- Braze (Customer Engagement platform)
- Databricks (Data Intelligence Platform)
- Infosum (Data Clean Room)

To become the broadcaster of the future, we needed cutting-edge technology and expert services to confidently lead us into the digital era. Silverbullet provided exactly that.”

Data & Audience Lead, UK Broadcaster

A tailor-made CX Solution.

Silverbullet supported the leading broadcaster with the implementation, integration and strategy surrounding the Treasure Data CDP.

To maximize the value of digital marketing and ad sales, the leading broadcaster recognized the need to leverage technology to unlock its data and enhance customer experiences.

Silverbullet brought this vision to life by placing the Treasure Data platform at the core of a modernized consumer experience tech stack.

Silverbullet experts worked on:

- All data sources ingested from various sources into one holistic place
- Configured the CDP so that the audience-building tools could take marketing to the next level
- Designed a data matching and ad sales offering which enables the broadcaster's own advertisers to target their first-party data audiences with their streaming service

Results

Marketing conversions with CDP-powered audience targeting for the CRM team:

100%

Increased in conversion rates, with a push notification campaign doubling through smart audience targeting

95%

reduction in campaign setup time, cutting it from 240 hours to approximately 12 hours, has doubled overall campaign efficiency.

6-100

Increased campaign pipeline and activation from 6 to 100 due to scalability – therefore, being able to sell to advertisers with greater efficiency