

**YOUR MEDIA  
STRATEGY  
PARTNER.**

**THE SECRET TO  
MARKETING INTERNET:  
AN ISP CASE STUDY**

**bluetiger.media**



# ISP CASE STUDY

Dive into our impactful case study, where we collaborated with an Internet Service Provider to facilitate the rollout of 577,840 infrastructure-enabled homes. Within the case study, we detail how increased revenue by 173% year on year. Additionally, our strategic prowess is evident in an industry-leading brand uplift study, revealing a substantial 21% elevation—an outcome of our meticulously crafted marketing plan.

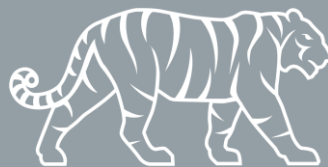
This case study showcases our proficiency in elevating brands and driving substantial growth in the ISP sector. For marketing teams within ISP companies aiming to navigate and conquer this dynamic landscape, our expertise is your strategic advantage. As a full-service media agency, we seamlessly integrate research and insights into our media planning, ensuring our strategies are not just data-driven but finely tuned to the nuances of the dynamic market. With Blue Tiger, your journey from insights to impactful media solutions is not just a path; it's a strategic partnership.

At Blue Tiger, our commitment to empowering informed decisions extends beyond this report. Please get in contact to gain access to our enhanced insights on the leading ISP competitors—your key to unlocking unparalleled market dominance.



Your media strategy partner.

# EXEC SUMMARY



## Key Highlights



### 577,840 INFRASTRUCTURE ENABLED HOMES REACHED ON MARKETING PLAN

Strategy had to be reactive and flexible as city launches were unpredictable and the number of targetable postcodes varied dramatically.



### PURCHASE CONVERSION RATE INCREASED BY 1,002%

Whilst the hyper local out of home awareness strategy was running.



### BRAND UPLIFT OF 21%

We ran an industry leading brand lift study to monitor the effects of marketing performance



### 173% INCREASE IN REVENUE YOY

Using a multi-layered media plan in conjunction with television placements across one of the UK's leading commercial broadcasters.



### ENHANCED COMPETITOR INSIGHTS

Our insights lab continuously worked on industry insights and competitor audits into their market share, advertising spend and customer base.

# OVERVIEW

## INFRASTRUCTURE ROLLOUT

Due to the nature of the rollout, marketing efforts needed to be especially concentrated to Infrastructure enabled households to drive on-net conversions and reduce wastage.



## BUSINESS

An independent internet service provider with that was expanding from a localised open reach network to a nationwide Infrastructure rollout (100 Cities).



## REACTIVE & FLEXIBLE

City rollout dates were not set in stone and were often subject to unexpected delays so the approach had to be reactive and flexible.



## BRIEF

Following a large investment in marketing from Infrastructure, the ISP wanted to concentrate marketing efforts to the hyper local Infrastructure enabled locations.



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## CITY CATEGORISATION

The size of the targetable area varied dramatically from city to city so budget had to be weighted on a case by case basis.



## KPI'S

- Brand awareness in new Infrastructure marketing locations
- Postcode availability checks
- Purchases



# STRATEGY - SYNCHRONISATION

A fully synchronised and segmented approach consisting of both digital channels as well as traditional awareness generating channels.

- We ensured that the right message was communicated to the right audience, allowing us to talk to all of the key audience profiles and potential customers through multiple touch points to own their day.
- Used multiple techniques to identify the audience, obtaining valuable insights and marketing touchpoints.
- We used a multi-layered approach utilising OOH and Editorials to establish trust and build awareness of the ISP in each respective city.
- We targeted the specific Mosaic postcodes with the digital channels – Programmatic Display, YouTube, Search and Social to minimise wastage\* and ensure all Mosaic audiences are reached within the city.
- We grouped programmatic, YouTube & social flights in order to apply additional targeting techniques such as lookalike modelling, interest targeting or using 3rd party data to cut through with the desired affluent audiences.

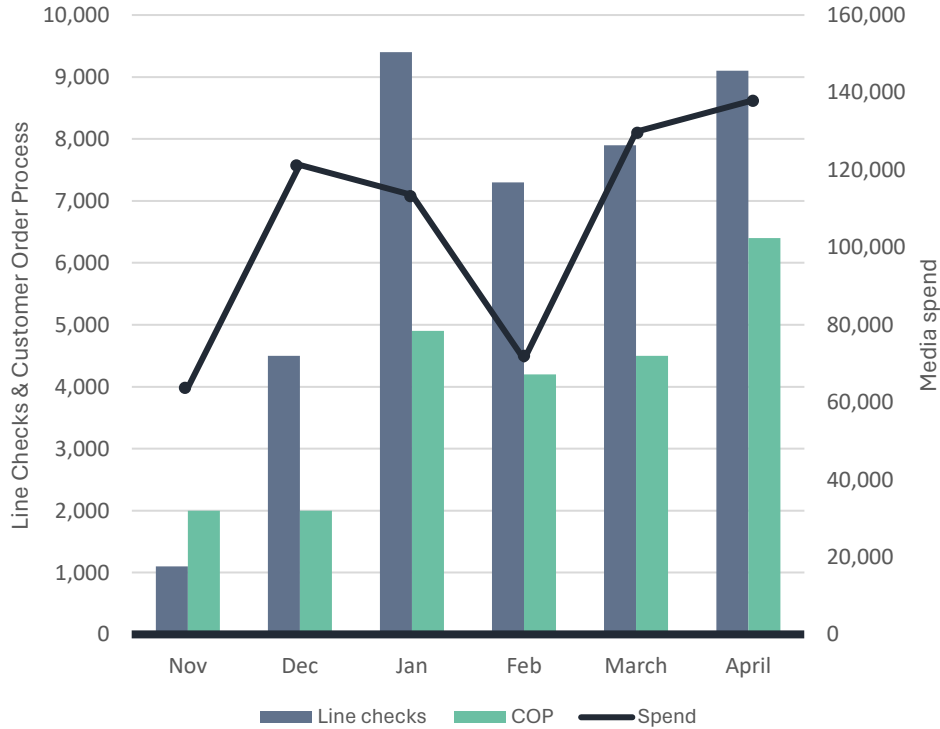


Using blend of upper funnel mass awareness channels and lower funnel converting channels to work together in driving users down the conversion funnel.



# INFRASTRUCTURE LAUNCH

**MEDIA SPEND vs LINE CHECKS & COP**



**74%**

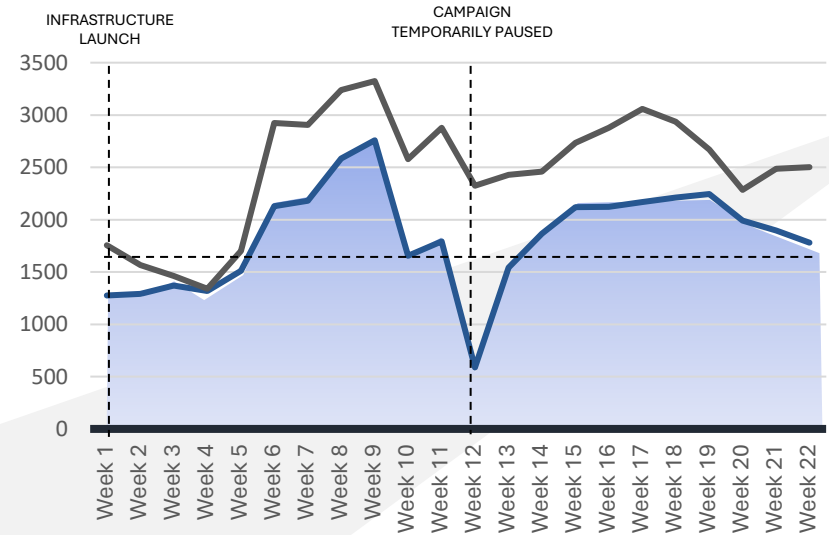
Of analytics line checks were directly attributed to digital conversions from launch to week 22 of the campaign.



**50%**

Of analytics purchases were directly attributed to digital conversions from launch to week 22 of the campaign.

**POSTCODE AVAILABILITY CHECKS FROM LAUNCH**



**DIRECTLY ATTRIBUTED WITH PIXEL FIRES**

**ANALYTICS**

**01**

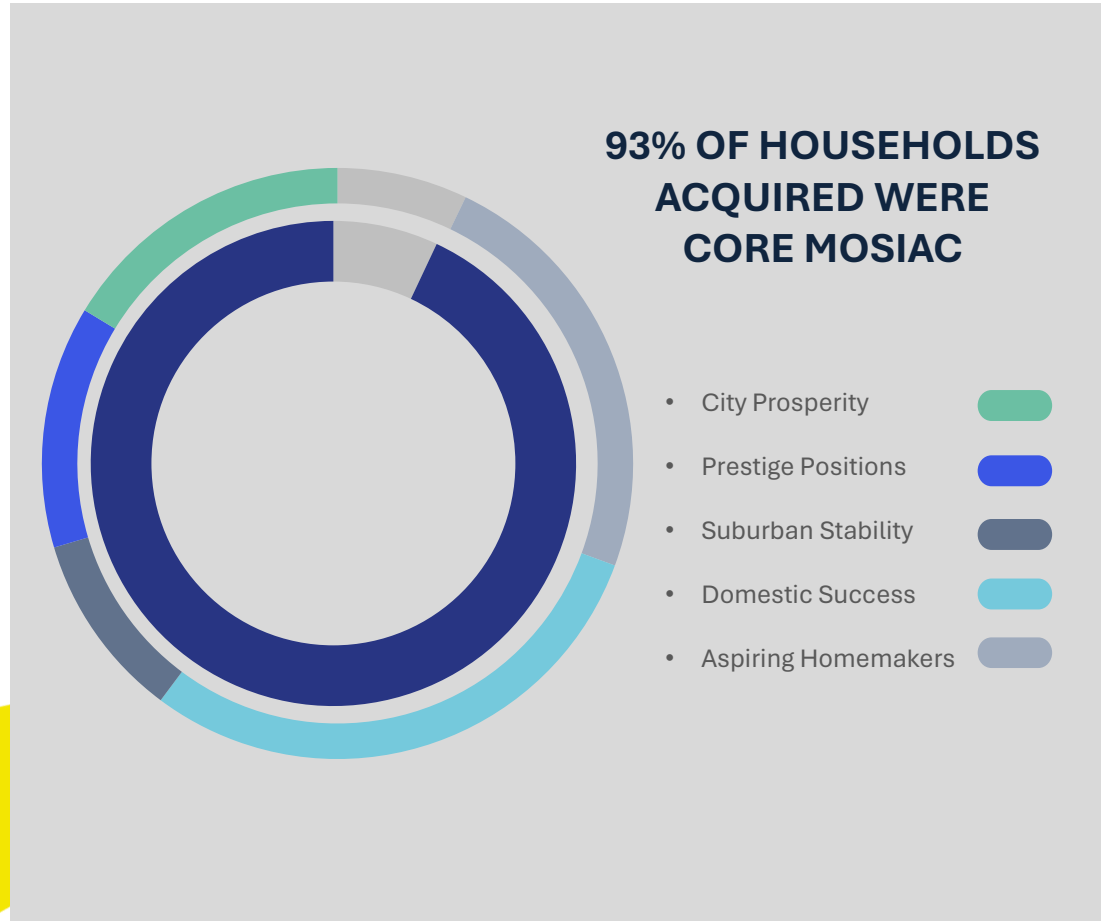
Awareness channels drove a sharp increase in line checks

**02**

Greater proportion of users starting the customer order process Feb onwards

# CORE AUDIENCE PROFILE

Strategy was continually refined to ensure audience sales were dominating across the preferred core audience profile (mosaic).



**577,840**

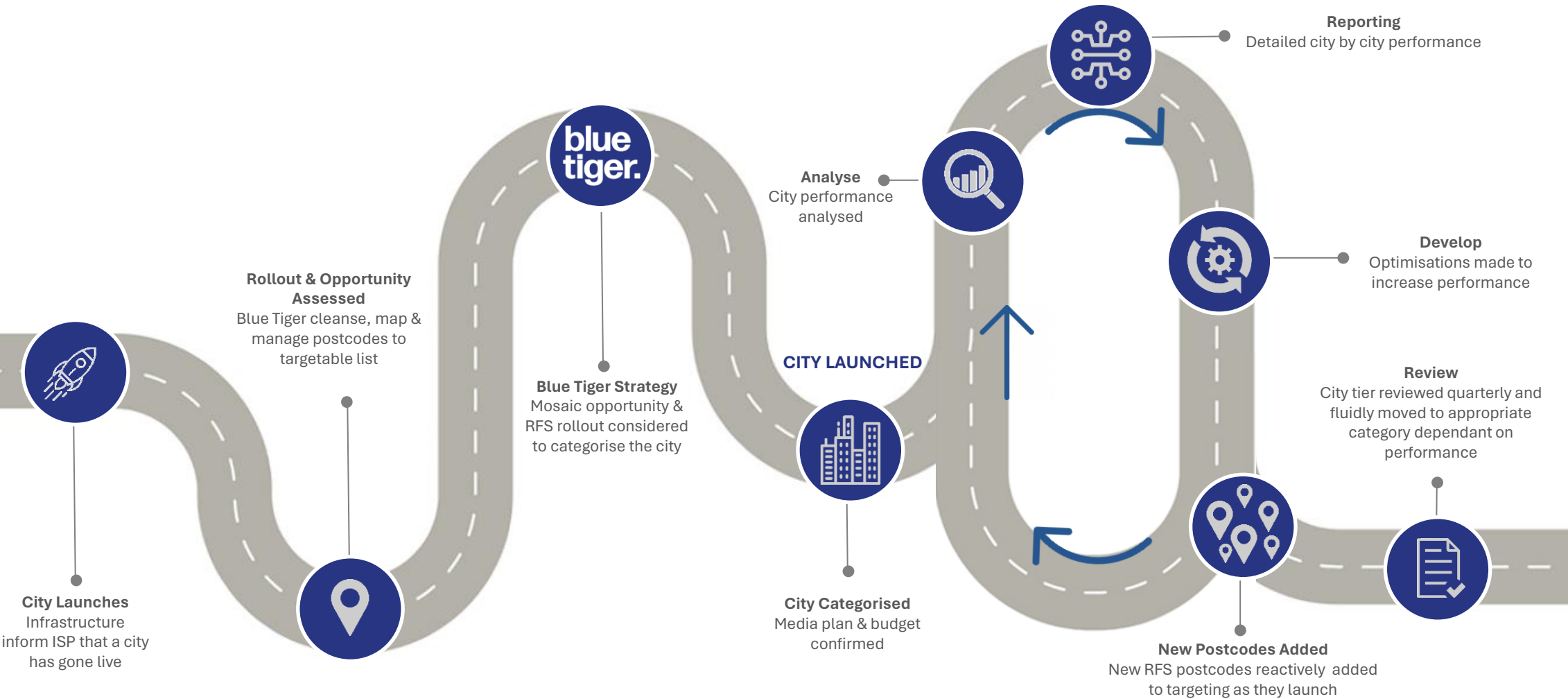
RFS POSTCODES ROLLED OUT

**38**

**INFRASTRUCTURE  
ENABLED CITIES  
LAUNCHED  
ACROSS THE  
UNITED KINGDOM**

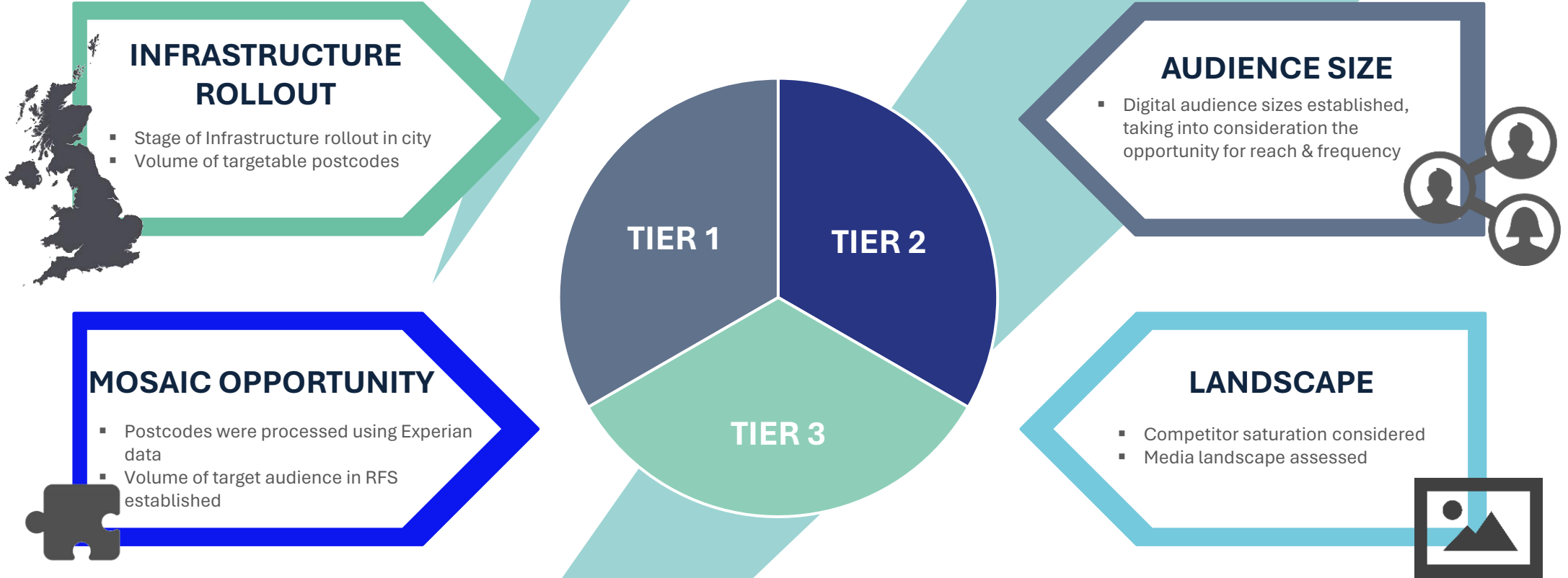


# CITY LAUNCH PROCESS





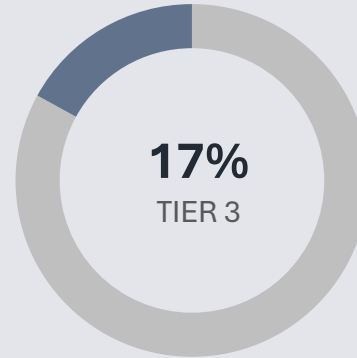
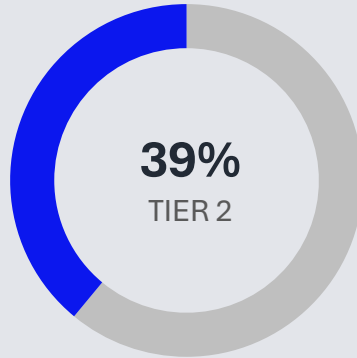
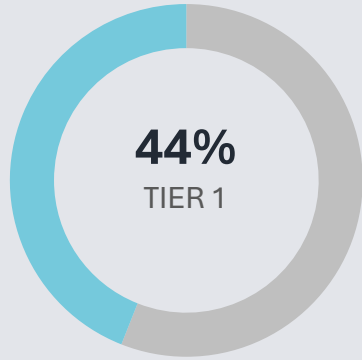
# CITY CATEGORISATION



“ Cities were categorised dependant on the following factors, with the cities that presented the greatest opportunity receiving the larger budget and most developed media plan. Once categories, cities continued to be assessed to ensure the strategy remained fluid & reactive. ”

# CITY TIER SUCCESS

## TRANSACTIONS BY CITY TIER



## CUSTOMER ORDER PROCESS

+ 51,000%



## TRANSACTIONS

+ 1,150%



## TIER 1

Mixture of online & offline channels across the city with RFS rollout

## TIER 2

Mixture of online & offline channels concentrated on hyperlocal pockets of opportunity

## TIER 3

Mixture of online channels to drive conversions

# ADVANCED STRATEGY

“ We used advanced types of targeting, using the postcode data as a geo-fence, and then leveraging the artificial intelligence to find the right people, at the right time and convert them to the ISP. ”

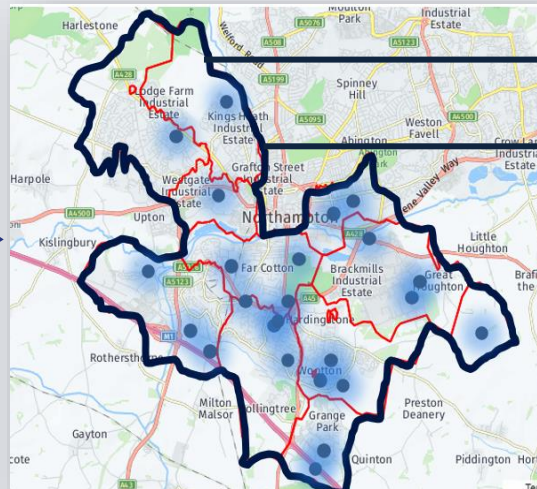
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## STRATEGY & BUDGET DEvised TO CAPITALISE ON RFS OPPORTUNITY

Strategy had to be reactive and flexible as city launches were unpredictable and the number of targetable postcodes varied dramatically

### ADVANCED TARGETING



GEOGRAPHIC TARGETING AS A BASE

USE OTHER TARGETING METHODS  
TO ACQUIRE KEY CUSTOMERS

- INTEREST TARGETING (AFFLUENT BEHAVIOURS, AND BRANDS)
- LOOK-A-LIKE AUDIENCES FROM KEY PAGES FROM THE WEBSITE
- LAYER WITH MEDIA CHANNELS THAT INDEX HIGH WITH THOSE IN ABC1
- IN-MARKET AUDIENCE SEGMENTS (THOSE SEARCHING FOR BROADBAND)
- OVERLAY THIRD-PARTY DATA (SUCH AS ZOOPLA)

Allow the AI to optimise towards those within the target geo locations, who display the desired online behaviour, who gravitate towards similar affluent brands, resemble the current audience and are in-market to change broadband.

# HYPERLOCAL TARGETING

“ We targeted key mosaic postcode areas to build up frequency in key roads. Without a doubt, the hyperlocal activity drove search & website activity during the period that it was live. This resulted in increased customer order process and purchases during the activity & after it had ended. ”

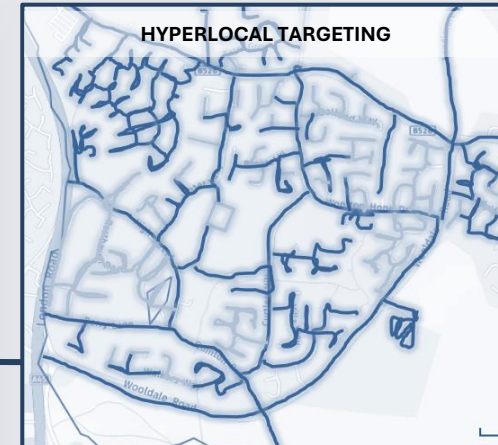
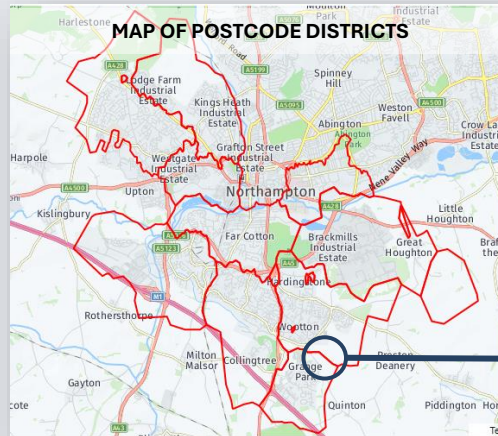
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**PURCHASE  
CONVERSION RATE  
INCREASED BY 1,002%**

Whilst the hyper local out of home awareness strategy was running

## HYPERLOCAL STRATEGY



WE RAN HYPERLOCAL OUT OF HOME FOR A 4 DAY PERIOD, COVERING WEEKDAYS AND WEEKENDS TO REACH THOSE WHO ALSO WORK AWAY FROM HOME IN THE WEEK AND BUILD UP FREQUENCY.

— TARGETED STREETS  
— EXCLUDED STREETS

# BRAND UPLIFT



We ran a brand uplift study alongside programmatic display activity to measure the impact the channel has on ad recall, brand awareness, message association, purchase consideration & brand favourability.



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## BRAND UPLIFT OF 21%

We ran an industry leading brand lift study to monitor the effects of marketing performance

### 21% OVERALL BRAND UPLIFT

+15% UPLIFT

+27% UPLIFT



WEEKS 1 - 3

WEEKS 3 - 6

NON-EXPOSED

EXPOSED

### KEY INSIGHTS

DEMOGRAPHIC	UPLIFT
AGED 18-34	+29%
FAMILY	+13%
INCOME ≥50K	+7%
UNIVERSITY DEGREE	+47%

OVERALL, THE CREATIVE RESONATED MOST WITH THE YOUNGER AUDIENCE (18-34), THOSE WITH CHILDREN AND THOSE WHO ARE EDUCATED.



# MEDIA PLAN SUCCESS

“ The media plan drove impressive results, with elements of out of home, television and radio. This was so successful that this also featured as a case study on one of the UK’s largest commercial broadcasters. ”

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**173% INCREASE IN REVENUE YOY**

Using a multi-layered media plan in conjunction with television placements across ITV

## INDUSTRY LEADING CASE STUDY



**+260% IMMEDIATE UPLIFTS WERE OBSERVED IN DAILY WEB TRAFFIC DURING THE LIVE PERIOD.**



**+127% INCREASE IN POSTCODE CHECKS YOY.**

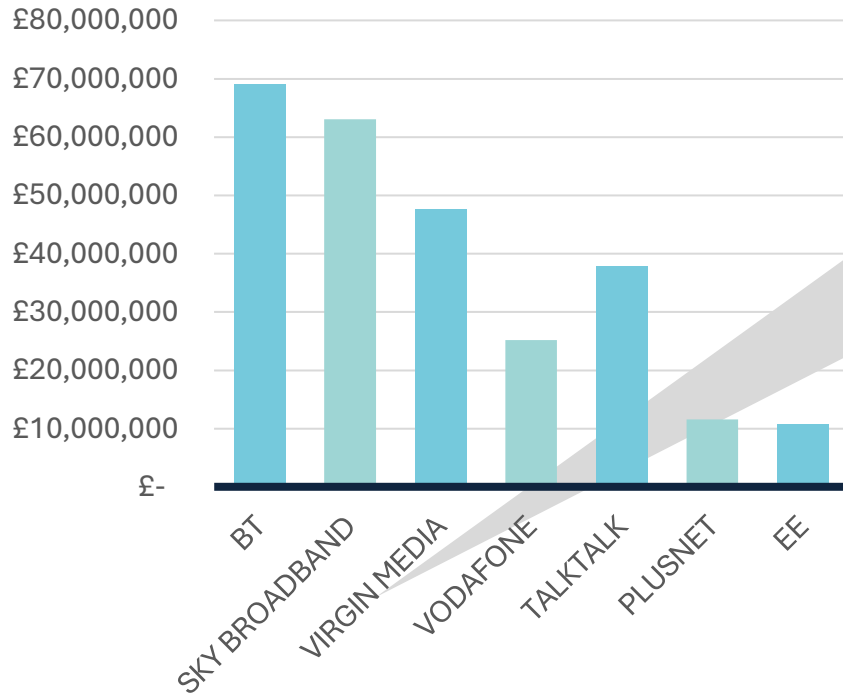


**+173% INCREASE IN REVENUE YOY.**

# ENHANCED INSIGHTS

## ISP Landscape

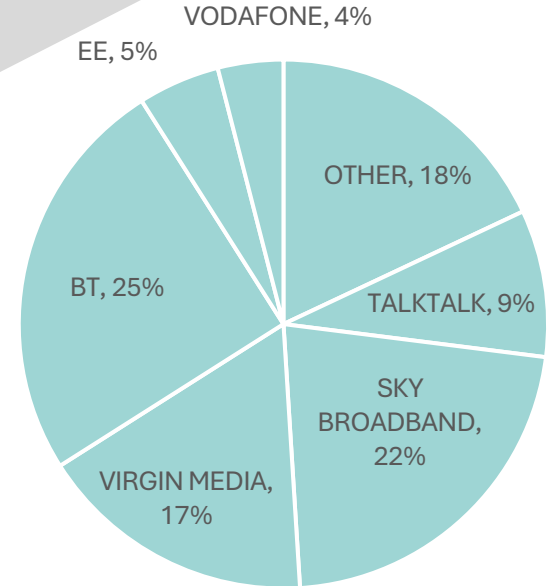
Advertising Spend (2023)



Satisfaction with ISP in UK (2023)

SATISFACTION	SHARE OF RESONDENTS
VERY SATISFIED	38%
SATISFIED	46%
NEUTRAL	10%
DISSATISFIED	5%
VERY DISSATISFIED	1%

Market Share



“ Our insights lab continuously worked on enhanced reporting into city-by-city performance, as well as research into trends, industry insights and competitor audits into their market share, advertising spend and customer base. ”

† Ofcom, Ofcom Technology Tracker (2022) [Latest report]

† Survey (2023), Sky Broadband Customers = 547, Virgin Broadband Customers = 535, TalkTalk Broadband Customers = 256, BT Broadband Customers = 548, Other Home Internet users = 2,497

† Statista (2023), Consumer Insights Global Survey, 2023



# THANK YOU

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