

How the Canadian Cancer Society raised awareness and drove donations for cancer support services with Advanced TV Pilot.

The Canadian Cancer Society wanted to drive awareness for their support services during the COVID-19 pandemic and increase the number of calls to their helpline.

Here's how MiQ helped, and increased donations in the process.

Discover how we did it

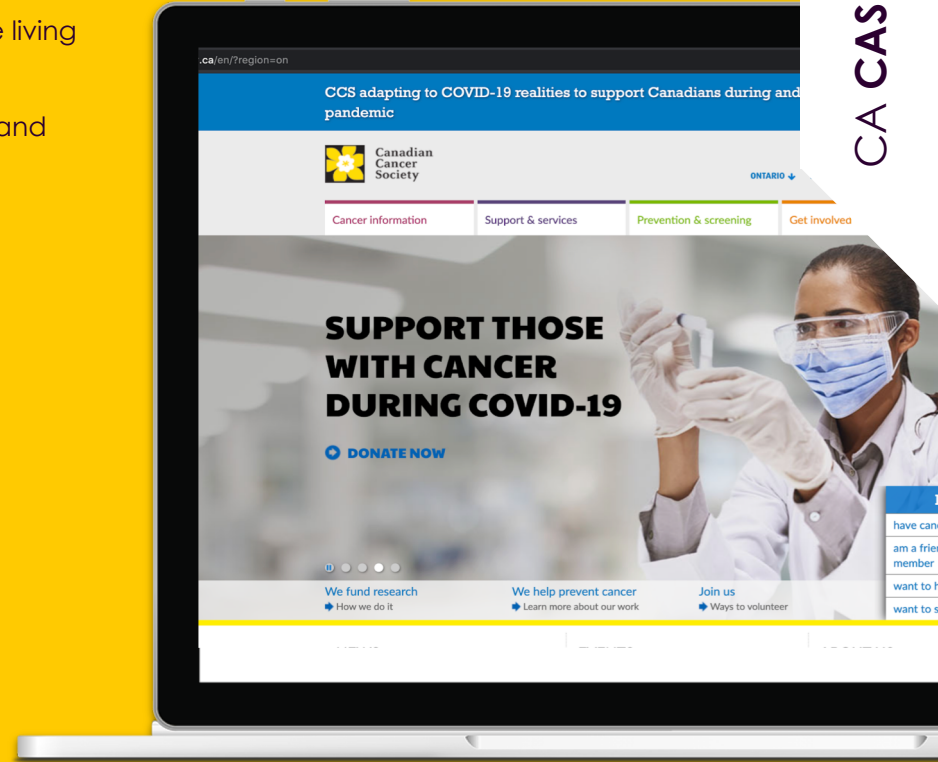
The Canadian Cancer Society works to improve and save lives of people living with cancer, by providing support services to over one million people.

Those with cancer are among the most vulnerable in their communities, and as a result of COVID-19 there has been significant demand for support services.

What was the campaign goal?

The primary goal for the Canadian Cancer Society was to **drive awareness** for their toll-free helpline, and **increase the volume of inbound calls**, a program critical to helping people facing cancer and their caregivers.

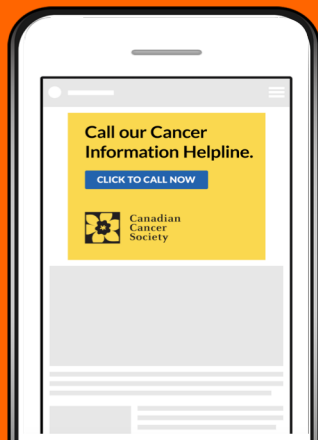
MiQ looked at ways to measure the impact of the campaign at **driving outcomes**, like website visits and donations as a secondary goal.



Here's what we did:

We executed an **Advanced TV** campaign to measure how **connected TV ads with display retargeting** could impact the volume of calls received and drive website engagements.

- ▶ We targeted households that indexed higher for pain management solutions with connected TV ads.
- ▶ We retargeted mobile devices within the same households with display ads.
- ▶ We applied a pixel to the the Canadian Cancer Society website to track how audiences who saw the Connected TV and display ads engaged on the site.



SOLUTIONS

How we did it:

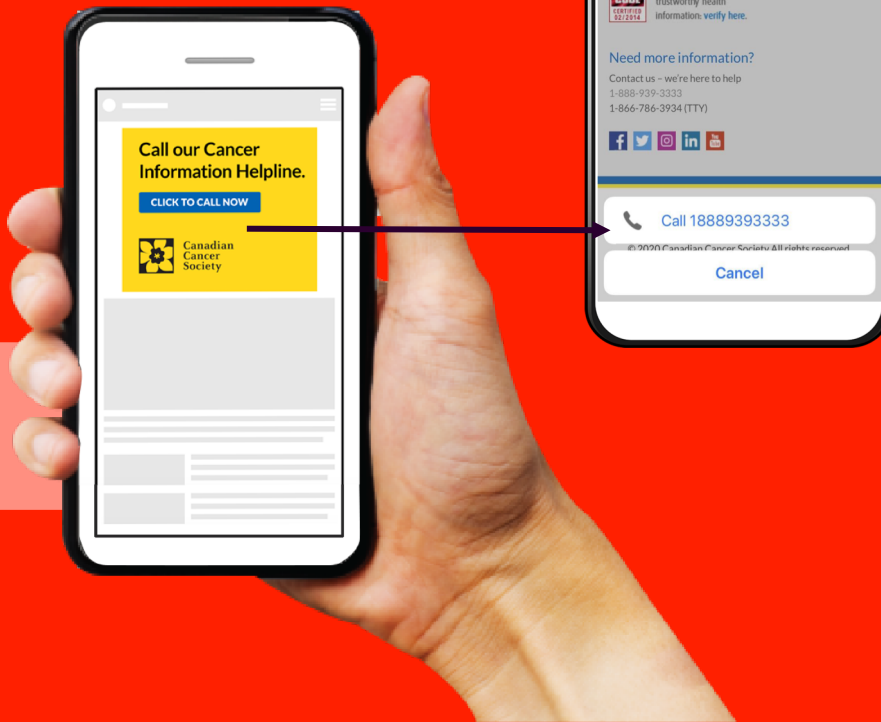
The Canadian Cancer Society had digital video assets available, which we reformatted for **connected TV**.

To execute our Advanced TV strategy, we needed to build a **mobile display retargeting ad unit**.

We worked with our Creative Studio to build a mobile ad unit that included a **click-to-call feature**.

CALL NOW FEATURE

When a person clicks on the “click to call now” button in the ad, their phone will automatically dial the helpline.



The ads help to reduce the number of steps needed to make a direct conversion (call to the helpline).

Campaign insights:

We **identified top performing attributes** of the digital retargeting tactic so that we could inform future campaign strategy.

The campaign did more than the client hoped for:

We proved the effectiveness of the Advanced TV solution in reaching the goals of the campaign by **measuring the influence of ads in call volume**, as well as website engagement.

We also went a step further by **measuring the number of donations made** by audiences who came to the site after seeing our ads.



Top performing attributes of the click-to-call ad



WHEN?

Day of the week with the most engagement: **Friday**



WHERE?

City with the most engagement: **Montreal**



WHO?

Demographic/age with the highest engagement:

45% - Female

28% - 20-29 years of age

55% - Male

28% - 65+

INSIGHTS

The results were fantastic:

Increase in calls

We saw a **36% positive correlation** between volume of calls and ads delivered. [*see appendix a. for details]

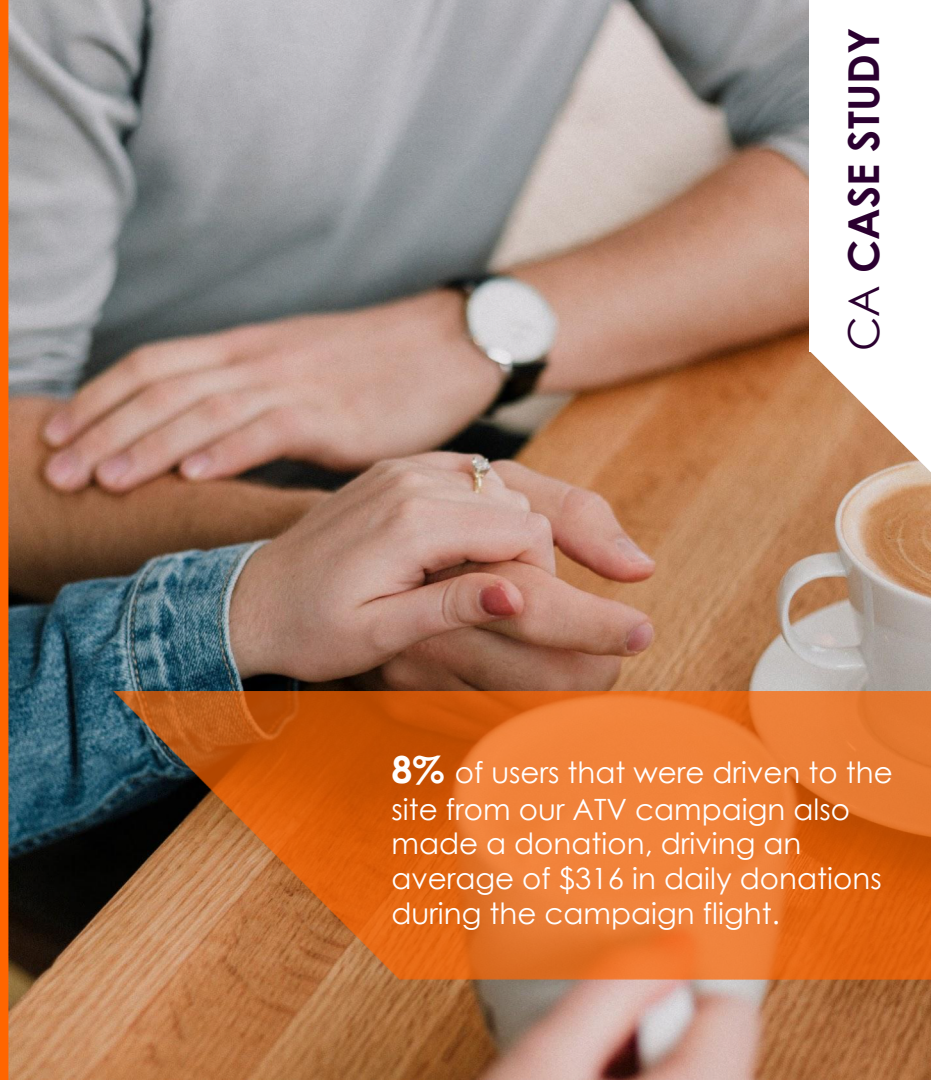
Increase in donations

The campaign had a positive impact on audience behaviour, as **6%** of people who came to the CCS site after seeing an ad **contacted the organization and 8% made a donation.**

Increase in awareness

124,330 households were exposed to the The CTV ads, and the ads had a **96% completion rate** (0:15 second ad spot).

8% of users that were driven to the site from our ATV campaign also made a donation, driving an average of \$316 in daily donations during the campaign flight.



RESULTS