



**dynata™**

# HOW WE HELP OUR CUSTOMER

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**Virgin Media**

# Powering Brand Lift Online for Virgin Media



**Virgin Media partners with Dynata to understand, measure and optimise the impact of their microsite on customer engagement.**

## CHALLENGE

Virgin Media, one of the world's largest TV and broadband companies, wanted to identify how visiting their TV Edit microsite impacted brand metrics such as brand perception, product consideration and preference, brand advocacy and purchase intent. Virgin Media's TV Edit website helps customers to maximise their TV viewing experience – featuring telly highlights, great articles, competitions and blockbuster movie recommendations. In order to understand how their TV Edit microsite impacts the relationship consumers have with the broader Virgin Media brand and their marketing campaigns, Virgin Media partnered with Dynata in a brand lift study.

## SOLUTIONS

Virgin Media leveraged Dynata's Campaign Effectiveness & Optimisation solution which allows marketers to measure the moments that matter and gain insight on how a piece of media is impacting brand metrics. This was the first time this solution was used to measure how a website was impacting brand metrics in the UK.

A test and control methodology was used with Dynata's first-party opted-in panel to conduct a 15-minute online survey with customers that visited the TV Edit website and a control group of customers that were non-visitors. Dynata's technology allowed Virgin Media to identify which online panellists had visited the website.

## RESULTS

The study allowed Virgin Media to assess the value of the TV Edit website and its overall impact on the Virgin Media brand. Notably, Dynata's insights enabled Virgin Media to:



**Understand the role the TV Edit website plays in their customer's communication ecosystem**



**Identify which content and products are effective to promote on the website**



**Better understand customer priorities for the website**



**Effectively plan, budget and continue to provide customers with a unique user experience**

## CLIENT TESTIMONIAL



“We recently partnered with Dynata to understand the impact a microsite was having on customers' engagement with the wider brand. The insights gleaned from this study have been helpful for determining the contribution the site has been making with our customer base and the specific perceptions it drives. Dynata's solution allowed us to refine plans and content for the site itself, make more informed marketing decisions and further optimise an important touchpoint for our customers.”

- Tom Coombes, Senior Research Manager, Virgin Media

**For more information contact us at:**

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