



Custom Integrations Case Study

Etsy sees 38% increase in consumer Search Engagement from custom integration on Lifetime

The Problem: Measurement for embedded marketing

A+E, the global media and entertainment brand portfolio, approached EDO with an age-old marketing problem: how to measure the performance of a custom product integration. The network had planned a custom integration for Etsy in a highly anticipated holiday movie on its popular subsidiary network, Lifetime. A+E sought a partner to help them identify and understand the impact of the creative online marketplace's integration.

Traditionally, marketers have not had a viable method to measure whether custom integration placements actually work. While they may eventually see metrics around how many viewers watched the program, isolating the impact of a specific placement has proven extremely difficult.

The Solution: Leveraging EDO's Custom Integration Reporting

Marketers often use media such as movies and TV shows for integrations because of their unparalleled reach and immediate exposure. And when TV viewers see content that interests or excites them, they pick up a second device and search for more information.

EDO measures this response with its proprietary Search Engagement metric, capturing time-matched data to attribute consumers' online search behavior to individual custom integrations. By precisely aligning the custom integration with search activity, we illuminated the immediate consumer response to Etsy's contextual promotional placement.

Furthermore, to compare the value and impact of the custom integration versus a traditional TV ad, EDO benchmarked it against the Search Engagement of standard ad airings for the same company across a six-month period.

For this comparison, EDO benchmarked the integration on Lifetime against standard TV ads on all cable networks and against specific, comparable networks with similar drama-genre programming.

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The Results: A meaningful way to measure custom integration performance

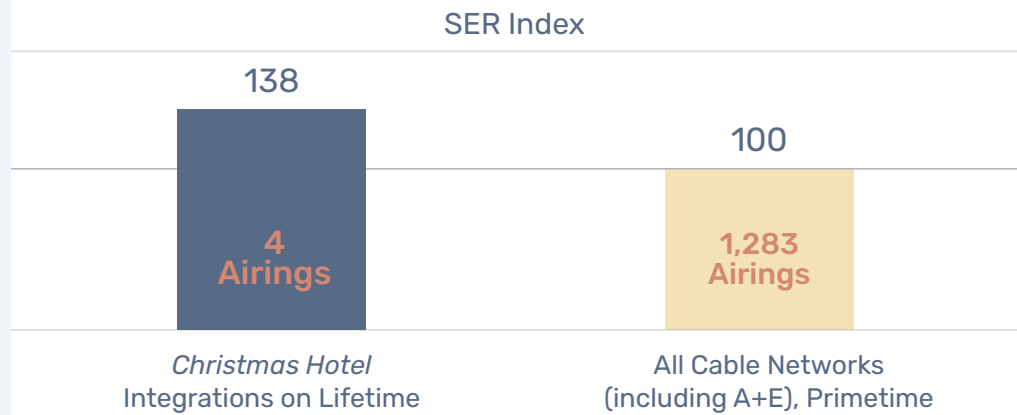
SER Index = 138

where the SER Index of standard airings for the company on all cable primetime is indexed at 100

Ad Multiplier = 1.8

This indicates that, on average, Etsy would have required nearly 2 ads on cable primetime to generate the same impact as a single product integration during the holiday movie on Lifetime.

EDO’s data highlighted that the integrations on Lifetime led to almost 40% more consumer online searches than standard TV ad airings for the brand on the average primetime cable network.



EDO’s analysis found that a viewer who saw an Etsy integration during the Lifetime holiday movie was **38% more likely to engage online** with the brand as compared to someone who saw a standard ad airing during the average cable primetime program.

LEARN MORE

Interested in learning more about EDO’s custom integration measurement? We’re here to help. Contact marketing@edo.com for more information.

