



## NOW TV Launches Industry First TV Ad Syncing Campaign Using Google Search

***NOW TV partners with wywy for industry-first campaign that syncs TV advertising with Google paid search campaigns***

London, UK, 20 March 2015 – NOW TV, the online TV streaming service from [Sky](#), today announced the launch of its ground-breaking search engine advertising (PPC) campaign in conjunction with [wywy](#), a leading TV syncing advertising technology company, and [iProspect](#), a digital performance marketing agency.

The campaign will enable NOW TV to sync keywords relating to its TV adverts with Google search, to capture and retain consumers who actively look for 'NOW TV' online after seeing the TV ad.

wywy's TV sync technology will enable NOW TV to upweight its pay per click (PPC) bids to reach the top position on Google search immediately after the ad is aired. As engaged TV viewers tend to search for advertised products within [90 seconds](#) of an ad being broadcast, wywy's SearchSync product will synchronise NOW TV's PPC campaign for three minutes following the ad, which will minimise keyword costs and maximise ROI. The campaign will enable engaged consumers to effortlessly click through to NOW TV's website and view the advertised service or product, shortening the route to conversion.

With SearchSync, advertisers can also target competitors by intercepting searches for competing brands' TV ads, syncing keywords from these ads to their own PPC campaigns. Companies can therefore direct competitor traffic towards their own website, using a minimal budget to encourage conversions.

Katie Manser, Search Marketing Manager at NOW TV commented: "We're really excited by the extensive opportunity this campaign offers us as we push NOW TV into the top position for interested viewers. The campaign is a first for us, and for the industry, and will increase the overall ROI of our TV ad campaign."

Andreas Schroeter, Co-founder and COO at wywy said: "As over a quarter (27%) of consumers research product related information following a TV ad, brands are beginning to recognise the importance of owning the top search position to capture TV inspired searchers. TV ads drive search traffic, so brands should ensure they hold that top search position rather than allowing competitors to intercept the consumer

journey. NOW TV is one such brand that has realised the need to proactively adjust advertising efforts to match the changing behaviour of TV viewers.”

Nathan Barling, VP, Global Product and Business Strategy at iProspect commented: “iProspect helps clients with innovative search strategies to help maximise ROI for their marketing campaigns. Brands need to reach their target audience when buying intent is at its highest and wywy’s SearchSync technology offers the perfect solution for this. TV advertising obviously drives relevant product searches but until now it was impossible to capture the attention of these inspired consumer in real time, let alone measure it.”

#### **About NOW TV**

NOW TV is the online TV streaming service that offers no contract access to the best in movies, sports and entertainment so you can dip in and dip out. The service is available with a NOW TV Box, on the web via a PC or Mac or using an app on a range of [over 60 devices](#).

Through NOW TV you can purchase a monthly pass to watch entertainment or movie content, or you can buy a daily or weekly pass to enjoy sport all without signing up to a contract. Plus, when watching on the NOW TV Box, you can watch catch-up services including BBC iPlayer, 4OD and ITV Player for free. Simply put: NOW TV gives you the TV you really want (without any of the stuff you don’t). And, with NOW TV you can cancel when you want, so you’re not tied in.

The NOW TV Box offers customers a quick and easy way to convert a regular TV into a Smart TV for a one-off box cost of £9.99 with a NOW TV Pass (from £6.99). NOW TV Box: Connects to TV via HDMI (cable supplied). NOW TV account required to activate box. Customers can select a Sky Movies Pass, Sky Sports Day Pass or an Entertainment Month Pass to create an account and watch NOW TV. All Passes sold separately. Some apps on the box (such as Spotify) cost extra. Month passes renew automatically until cancelled.

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#### **About iProspect**

iProspect is the world’s number one digital performance agency\*. We harness consumer intent across multiple digital advertising channels to deliver powerful, tangible business results.

Founded in 2010 our London team has grown exponentially to 371 experts at search, display, paid social, social media, affiliate marketing, content, structured data, conversion rate optimisation and analytics. Our services are underpinned by a range of bespoke technology, data management and reporting solutions that aid our clients in the cross-channel, holistic analysis and optimisation of their digital campaigns.

Our UK clients include Sky, Camelot, Regus, adidas, British Airways, British Gas, Joules, ASOS, Fitness First, Kellogg’s and Go Compare amongst many others.

iProspect was called “the media agency of the future,” by Campaign and won ‘Most Effective Media Agency’ at The Drum’s Digital Trading Awards last year. For the second year in a row, eConsultancy named iProspect the most highly rated performance marketing agency in their annual Top 100 honours. iProspect now has 72 offices in 50 different countries and more than 2,500 employees. We are part of the Dentsu Aegis Network giving us access to a suite of sister agencies providing complimentary best-in-class expertise and capabilities in media, digital and creative communications services.

For more information please visit [www.iprospect.co.uk](#), follow us on [@iprospectuk](#) or e-mail us at [digital@iprospect.com](#).

\*As per RECMA independent research data released January 2015, by services provided

**About wywy**

wywy offers synchronisation of TV and online advertising to reach viewers on their second screen devices and increase ad awareness.

wywy's proprietary [TV Sync technology](#) enables advertisers to simultaneously target TV advertising in real time and across multiple screens to maximise ROI and analyse the online impact of each campaign. Advertisers can also utilise wywy's analytics tool to compare which TV creatives, networks and dayparts work best together, to optimise their media plan accordingly.

wywy supports 400 channels in seven countries and has offices in the US, UK, and Europe, with clients including Nissan, Hyundai, Visa, and Vodafone.

For more information, please visit [www.wywy.com](http://www.wywy.com).

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