

SearchSync: Atkins engages TV viewers across screens with TV-synced search campaign

TV advertising drives searches for the product shown during the commercial. With wywy's SearchSync, weight loss specialist Atkins Nutritionals synchronized their TV ads and paid search campaigns, connecting their story across screens and ultimately driving website conversions.

Positioning Atkins as the low carb leader

Atkins ran a national TV campaign in June 2015 to strengthen its position as the low carb leader. With ads featuring Sharon Osborne, Atkins presented its low carb products including Atkins candies and Atkins pizza. The commercial urged viewers to visit Atkins.com to claim their 'buy one get one free' coupon for the mentioned products.

As 37% of viewers¹ search for the product shown during a commercial, Atkins turned to media agency Rise Interactive and TV syncing specialist wywy to help facilitate the consumer journey from the TV to the online screen. When the Atkins TV commercial aired, wywy's SearchSync technology synchronized – in real time – relevant keywords from the TV ad with Google search, allowing Atkins to appear at the number one search result during and immediately after the commercial was broadcast.



Significant uplift in engagement

Post-campaign analysis demonstrated that synchronizing TV and paid search generate a dramatic increase in engagement. TV-inspired users had a lower bounce rate, visited more pages and spent more time on the site compared to regular search users.

Website engagement metrics for TV-inspired users:

Bounce Rate	-32.80%
Pages per Visit	+33.68%
Time on Site	+47.92%

Higher purchase intent with mobile users

TV-inspired users using a mobile device had significantly higher purchase intent: Click-through rates increased by 19% with a stable CPC, mobile conversion rates increased by 16%, resulting in a drop in cost per conversion by 18%. In total, the synced campaign added 3.8% incremental mobile conversions.

Overall, the results indicate that TV advertising has a large positive influence on related searches. TV-inspired users engage more deeply with the brand. As they are in the upper part of the conversion funnel, softer conversion goals with the aim of retargeting TV-inspired users online at a later stage should be considered. With mobile devices changing consumer behavior, these mobile users are ready to take immediate action – emphasizing the need for a mobile optimized website with a quick and fast path to conversion.

¹ *'The Changing TV Experience'* by IAB/Vision Critical, April 2015.

About the Atkins campaign:

The synced SEA campaign ran in June 2015 during the national TV campaign for the Atkins in the US. Whenever the TV commercial aired, a SEA campaign with relevant brand and generic keywords was activated for 5 minutes following the TV commercial. Results for the synced and non-synced campaign were compared on a keyword level. Conversions were measured as registrations.