

SKY

CASE STUDY

Campaign overview

NZME partnered with SKY to deliver a data-led digital campaign aimed at retaining high-value subscribers while reinforcing SKY's market-leading proposition across Entertainment and Sport content. By combining first-party data from both networks, the campaign targeted audiences most likely to disengage and delivered messaging tailored to their preferences. Messaging was timed and aligned with key cultural and sporting moments, ensuring each interaction was meaningful and driving measurable engagement and retention outcomes.

Campaign & execution

The campaign combined NZME and SKY insights to deliver a phased, data-led approach, ensuring audiences received messaging that was relevant and timely.

Our approach combined:

- First-party data collaboration: Combining NZME and SKY insights to identify audiences most likely to churn.
- Audience intelligence: Highlighting key characteristics such as age, location, and higher-than-average household income.
- Targeted segments: Pre-set audiences including Entertainment Seekers and Sports Fanatics.
- Data innovation: Use of Entertainment Consumption Heat Maps for the first time to improve targeting precision.
- Contextual activation: Aligning messaging with major cultural and sporting moments.
- Phased messaging strategy: Optimizing delivery to maximize impact while minimizing waste.

Insights from NZME's Audience Connect and the SKY Subscriber Insight Deep Dive guided ongoing adjustments throughout the campaign, ensuring messaging resonated with the intended audience and drove measurable engagement.



"NZME's data and targeting capabilities helped translate insight into action, contributing to a 8.2% year-on-year reduction in churn among high-risk subscribers and directly supporting our growth targets by protecting high-value customers."

-Dinesh Varma - Digital Strategist, Sky



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Results

The NZME and SKY campaign delivered strong, measurable outcomes in retaining high-value subscribers:

- **Highly engaged audiences:** All placements exceeded click-through benchmarks, with some performing up to 6x higher than standard industry rates.
- **Data-driven targeting success:** Of our high-risk cohort, we identified where they over-indexed by age and location and had a higher household income than the benchmark, allowing messaging to be targeted more effectively.
- **Contextual relevance:** Aligning messaging with major sporting and cultural moments reinforced engagement, proving that timing and relevance were key drivers of retention.

Consistent performance regardless of impression volume demonstrated that message relevance and contextual alignment—rather than scale alone—were the key drivers of churn reduction.

Key takeaways

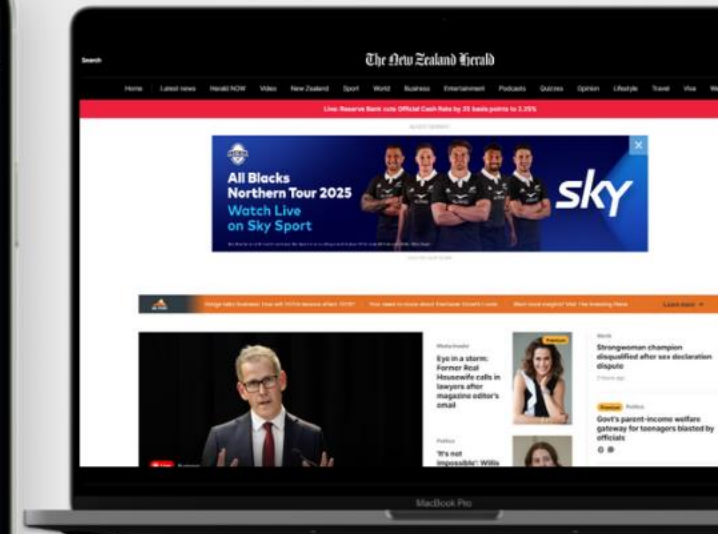
Relevance matters: Contextual alignment with key sporting and cultural moments drove stronger engagement and retention.

Data enables retention: Combining first-party data enabled precise identification of high-value, churn-prone subscribers and tailored messaging at critical moments.

Relevance reduces churn: Highly relevant creative and audience targeting delivered up to 6x CTR benchmarks and contributed to a 8.2% YoY reduction in churn.

8.2% YoY
reduction in churn

1,574
subscribers retained
in a high-risk period



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