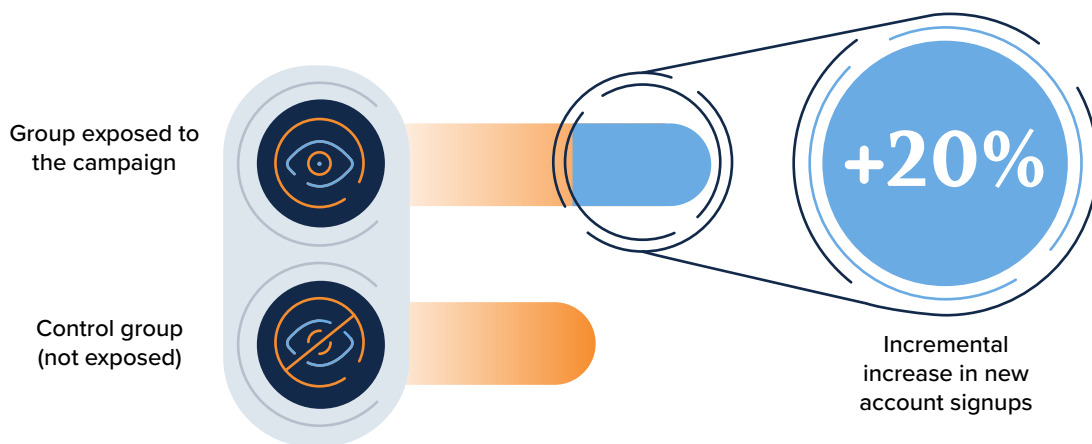# Deliveroo activates a first-party data campaign that delivers a 20% uplift in account signups

InfoSum and Channel 4 deliver direct incrementality measurement using real people data

Group exposed to the campaign

Control group (not exposed)

+20%

Incremental increase in new account signups

Challenge

Brand:
Deliveroo

Media partner:
Channel 4 (CTV)

Goal:
Attract new customers to download their app by leveraging their existing customer base data for direct suppression to reduce waste and increase efficiency.

Challenges:
Find a solution that prioritizes privacy to allow them to leverage their existing customer base data for direct suppression with a guarantee of complete privacy and security to ensure no customer data is compromised or misused by either party.

Solution

Direct overlap + activation + measurement

Channel 4 partnered with InfoSum to launch BRANDMATCH, a privacy-safe data-matching solution. This collaboration allows brands like Deliveroo to easily and securely match their first-party data against Channel 4's 25 million All 4 registered users.

Using the InfoSum Data Clean Room, Deliveroo could suppress existing customers from Channel 4's All 4 audience attracting new high-value prospects with maximum ROI and ROAS, without sharing any data.

Via their CDP mediarithmics, Channel 4 was able to provide Deliveroo with a larger and equally relevant audience to activate against. Based on the first-party match, Channel 4 created lookalike audiences to identify and surface viewers with higher incremental value to Deliveroo.

To calculate incrementality, Channel 4 divided the target audience into two groups, a large test group exposed to the campaign and a smaller control group of equal composition that was not served ads.

After the campaign was finished, both parties set up a new InfoSum Data Clean Room to measure the uplift in new registrations.
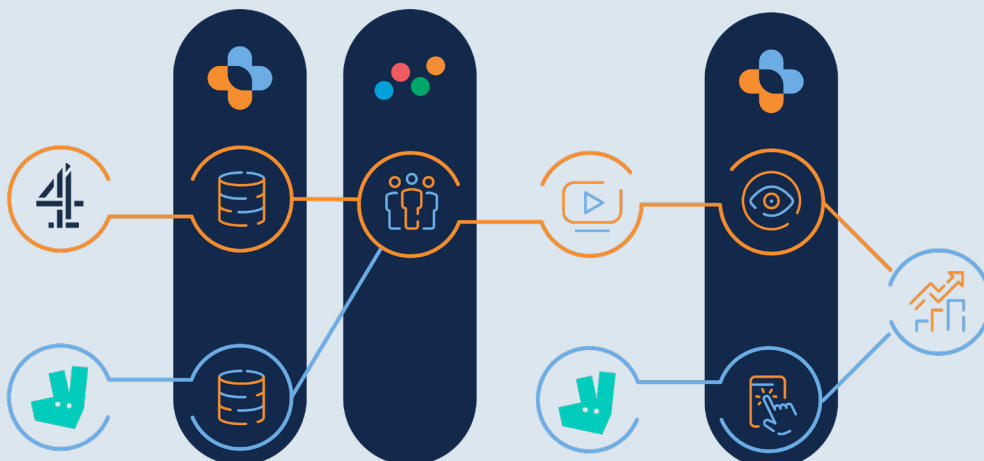
Results

20% incremental increase in customer acquisition measured as a direct result of an ATV campaign.

Group exposed to the campaign

Control group (not exposed)

+20%

Incremental increase in new account signups
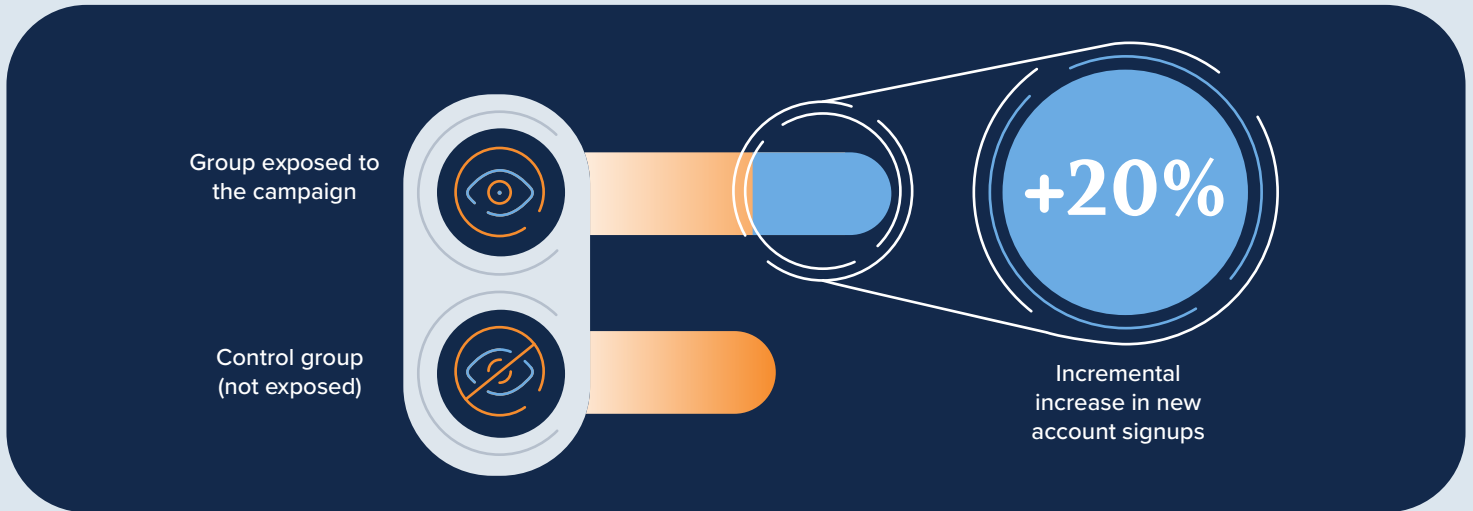
By evaluating the Channel 4 exposure data against the net new customer profiles acquired by Deliveroo, an incremental lift analysis was created inside InfoSum showing a 19.54% lift in the collaboration audience group over the control group.

This proves that by working together both organizations were able to drastically improve performance using real people data without sacrificing privacy or security.

> "A lack of transparency and availability of data has made measuring the effectiveness of TV advertising a challenge. With InfoSum's Secure Data Clean Room underpinning BRANDMATCH, we were able to instantly close the loop and directly leverage our first-party CRM data, and Channel 4's All 4 audience data to calculate the incremental uplift of our campaign - all while protecting the privacy of our customers, and the security of our data."
>
> **Dean Weaving**
> Deliveroo's Director, Brand Media Operations

Award Winning Campaign
This campaign was awarded the Data Creativity Award for Incrementality Experiments at the I-COM Global Data Creativity Awards 2022.