

Delivery Hero Optimizes TV-Driven Web & App Response in 40+ Countries With InnovidXP

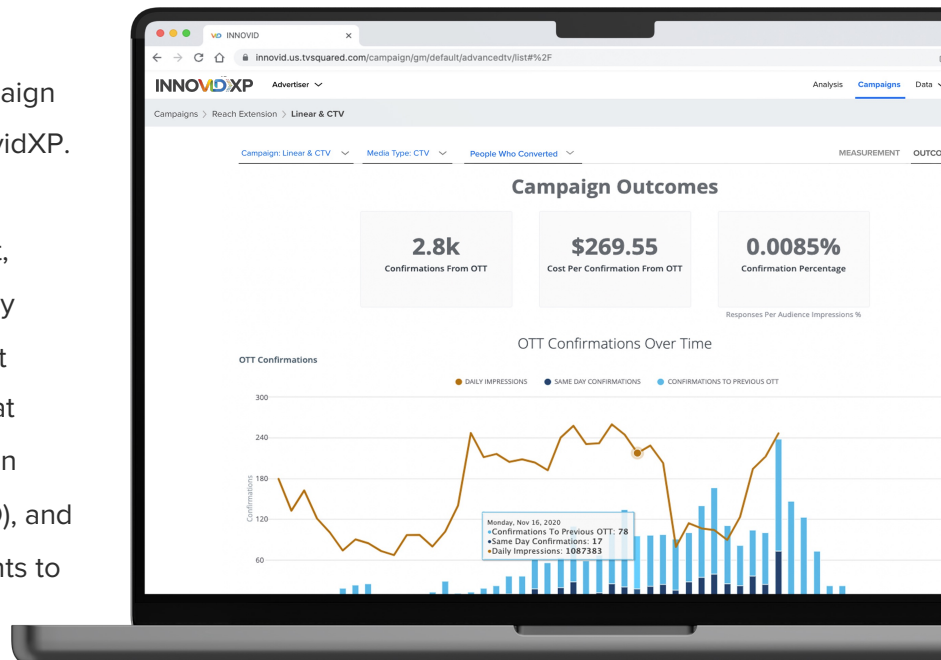
InnovidXP provided same-day TV campaign performance analytics by country, day, daypart, network, program, genre, and creative reducing cost per acquisition by 41.9%

GOAL

Delivery Hero is a publicly listed online food-delivery service that operates in more than 70 countries, including Europe, Asia, Latin America, and the Middle East. To execute against their global goals, they employ a sophisticated, aggressive, TV-led marketing strategy that spans continents. It uses TV as a hybrid performance-marketing channel — one that drives both brand awareness and immediate, digital response. Since many viewers watch with second-screen devices in hand or nearby, TV has evolved into a primary driver of online response for the brand, including search, website visits, and app activity. To gauge TV performance, Delivery Hero relied on top-level numbers, baseline deviations, and user polls during checkout. While it showed TV was effective, this method did not provide a granular look into TV performance. The marketing team wanted to get a real-time view into the buy elements that were driving the greatest response and then use those insights to optimize TV performance continuously.

STRATEGY

To get that granular, real-time look at TV campaign performance, Delivery Hero began using InnovidXP. The platform provided same-day TV campaign performance analytics by country, day, daypart, network, program, genre, and creative. Delivery Hero knew exactly what was working and what wasn't — in near-real time — and then used that information to optimize TV campaigns based on cost per acquisition (CPA), cost per order (CPO), and cost per visit (CPV). It also leveraged the insights to improve its overall TV buying strategy.



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According to some, TV has been ‘dead’ for 10 years. But [at Delivery Hero] we haven’t found that to be true. TV remains the top mass-media channel for us, and it has a great impact across sectors. Today, we attribute TV across continents and optimize campaigns at a much more granular level.

Aleksej Koscejev, Global Head of Offline and Performance Marketing, | Delivery Hero

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A NEW OPPORTUNITY

While InnovidXP attributed TV’s impact on web traffic, Delivery Hero also wanted to understand how TV drove app activity — an increasingly important response touchpoint for the brand. For Delivery Hero, quantifying and optimizing TV’s impact on app activity became crucial. InnovidXP partnered with Adjust, a global leader in mobile measurement, to provide mutual clients with a one-click integration, automatically sending app data to InnovidXP for attribution. Adjust holds user activity data — from impressions and clicks to installs and in-app actions (purchases, tutorials, registrations, etc.). By sending its relevant data to InnovidXP, Delivery Hero could understand and optimize the impact of TV campaigns on app activity.

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“The integration between Adjust and InnovidXP was quick, easy and seamless. The entire process was also highly secure and GDPR-compliant,”
said Koscejev.

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THE RESULTS

41.9%

**Reduction in Cost
Per Acquisition**

Using insights from InnovidXP and Adjust, Delivery Hero **reduced CPA by 41.9%** and significantly improved its conversion ratio (CVR). It is consistently working to scale TV campaigns toward the buy elements that are proven to positively impact revenue and cut those where performance is not ideal. And Delivery Hero plans to work with InnovidXP and Adjust for all of its TV optimization initiatives.