

Hubble Boosts Subscriber Growth with Local TV and *WO Programmatic*



ABOUT THE COMPANY

Hubble offers disposable contact lenses directly to consumers through an ecommerce, subscription-only model. Led by two Forbes' 30 Under 30 winners and funded by top venture capital firms, its monthly packages cost a fraction of those offered by established brands.



GOALS

Target a new audience to generate subscriptions

Meet or exceed CPA goals

Associate Hubble's brand with trusted premium content



APPROACH

Use *WO Programmatic TV* to buy spots on local broadcast stations. Adjust campaign spending on-the-fly based on response metrics.



RESULTS

6% net sales lift in TV markets where spots ran

Beat CPA goals by **10%**

Quickly reached new audiences by optimizing campaigns

When a challenger brand turned to programmatic TV for new subscribers, its sales grew by 6%.

Hubble is a young 'digital disruptor' company that is under constant pressure to meet aggressive growth targets. After kickstarting its subscriber base with customers sourced from advertising on Facebook and Instagram, Hubble's marketers noticed that acquisition costs were increasing as the number and quality of leads from social media started to fade. Hubble needed a new way to reach potential new subscribers.

With the greatest reach of any medium, broadcast TV seemed like the ideal option to reach a fresh source of contact lens wearers at scale. The question remained whether this audience could be targeted and converted to paying subscribers at an acceptable cost per acquisition.

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“Purchasing local TV with WideOrbit fueled new subscriber growth, fast.”

JESSE HORWITZ

Co-CEO and Co-Founder

THE APPROACH

Use *WO Programmatic TV* to run spots on network-affiliated stations in selected markets

Hubble used *WO Programmatic TV* to purchase spots on broadcast stations in 127 media markets. Its marketing team identified programs, markets and dayparts that could most likely bring in new customers at a CPA that met its goal.

"We were impressed by how easy it was to place orders with hundreds of stations. *WO Programmatic* made it simple and fast to target the right audience, and in doing so, made spot TV a critical component of our media mix," said Hubble Co-CEO and Co-Founder Jesse Horwitz.

After learning what worked best, Hubble adjusted its spending to focus on local newscasts, associating its brand with America's most trusted news source, as well as premium programming like daytime talk shows, primetime hits and popular sitcoms.

"We were initially skeptical about the effectiveness or affordability of local TV, but now it's a priority," said Horwitz. "We can optimize our TV spending almost immediately when spots run. It's easy to heavy up on placements that deliver and reallocate budget from the ones that don't."

THE RESULT

A new local TV advertiser lifted sales, and now it's a go-to marketing tactic

When Hubble compared sales figures from markets where it ran TV spots against the rest of the country, it was evident that local TV delivered. After controlling for the effect of its campaigns in other media, Hubble found that new sign-ups jumped by an average of 6% in markets where it aired spots.

TV also appeared to have a halo effect on Hubble's overall brand awareness and customer acquisition efforts. When its TV spots stopped running, Hubble noticed a marked decline in new subscriptions from all response sources, including Facebook.

Hubble discovered that TV was particularly effective for reaching customers in affluent metropolitan areas. In markets in the top quartile of US average household income (as measured by Nielsen), Hubble exceeded its CPA goal by far more than the average of the full campaign.

"Purchasing broadcast TV with WideOrbit fueled new subscriber growth, fast," said Horwitz. "Working with WideOrbit is like opening a flood of new customers that we never could have accessed before. Thanks to *WO Programmatic*, we now think of local TV as a must-do."

HUBBLE'S TOP 5 REASONS TO BUY TV WITH *WO PROGRAMMATIC*

- ### 1 Reach & Targeting

Broadcast TV reaches 96% of US households. Programmatic helps you target viewers on any program.
- ### 2 Performance

Sales increased in markets where Hubble ran on TV and declined across all marketing channels when it stopped.
- ### 3 Optimization

Secure spots on short notice, test campaigns, then adjust on the fly as results come in.
- ### 4 Brand Safety

TV is the ultimate in premium video. You'll know exactly where and when your ads ran.
- ### 5 Simple & Effective

Any media team can quickly and easily engage hundreds of stations nationwide.

Learn more about *WO Programmatic*

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