

How Addressable Ads Earn Engagement That Lasts

Unlocking Deeper Engagement
through Addressable Advertising



What Does Deeper Engagement Look Like in Action?

Addressable advertising enables the delivery of different, contextually relevant ads to individual households during the same content stream.

Insights from UK broadcaster Sky reveal that this approach enhances audience engagement.

Facial recognition analysis indicated increased viewer attention and focus when addressable ads were shown.



Additionally, the likelihood of switching channels was significantly reduced when these ads appeared early in the ad break.

The combination of higher relevance and engagement also led to stronger purchase intent, especially among brands new to screen-based advertising.

Global neuroscientific study conducted for a leading global addressable advertising platform revealed that addressable advertising with relevant content tends to generate:



Reaching New Audiences with Precision: Leading Skincare Brand Case

To support the launch of a new serum cleanser, a leading skincare brand implemented an addressable advertising strategy designed to increase relevance and engagement across diverse audience segments.

By delivering personalized messages aligned with viewer profiles, the campaign achieved deeper interaction and measurable impact.

Brand awareness reached
86%

vs

61%
Norm



Among male viewers—a less engaged skincare audience.



53%

of exposed viewers
expressed brand
consideration

vs

Compared to

24%

of those
unexposed

29% uplift

in brand consideration
among male viewers

Conversion rate rose from **48% to 51%**, a 1.06x increase, showing clear movement within a highly competitive, mature product category.

44% of viewers

took further action after exposure, such as searching for product reviews or initiating purchase.



The brand remained the top skincare brand among targeted Malay consumers, strengthening its leadership position through the precision capabilities of Addressable Advertising.

Case
Study 02

Turning Awareness into Action: Global Entertainment Brand Case

A global entertainment brand's campaign for a premium family cruise experience highlighted how addressable advertising can bridge the gap between brand awareness and immediate action.

With immersive creative and focused delivery via Astro's addressable platform, the campaign effectively **moved** viewers from **interest to intent**.



Ad Awareness

58%
Norm

65%

Client's Campaign

65% of viewers who were aware of the campaign shifted into consideration or intent to buy, delivering performance aligned with the brand's audience and business goals.



**65%
shifted**
into consideration
or intent

**1 in 5 made
a booking**

after ad exposure,
reflecting a direct path
from message to
purchase.



This campaign showcases how addressable execution can elevate awareness into measurable results even within a short time frame, for some categories.

Conclusion

Engagement That Delivers

These campaigns highlight a common theme:
Addressable Advertising goes beyond targeting—
it activates engagement.



When ads are tailored to resonate with the viewer's context—whether geographic, demographic, or behavioral—they earn attention, deepen brand association, and inspire follow-through.

Whether driving product research, securing trial sign-ups, or prompting immediate bookings, Addressable ads consistently help brands deliver messages that matter—at the opportune moment that matters most.



**Higher
Intent to Act**

**Deeper
Brand
Connection**

**Earned
Attention**

Let's deliver relevance
on the screen that matters.
Get in touch today!

Email us at
mediasolutions@astro.com.my

Awards & Accolades



Associated Brands



References

1. © and database right Ascential Events (Europe) Limited, 2025-2027
2. Independent Bespoke Brand Lift Studies