

CASE STUDY

Energy Advertiser

CPG Advertiser finds frozen entree buyers with optimized schedule

The Challenge

A National CPG Advertiser sought to increase brand awareness as well as sale of their new product. The Advertiser chose a data-driven linear solution across a single Media Owner to build awareness as well as apply third-party data to help drive sales.

The Solution



Working with the Media Owner, the platform proposed a targeted schedule across the Media Owner's portfolio of networks.



The media plan used Nielsen Catalina data that comprised of previous purchasers of the brand and competitors, in order to optimize on both reach and advanced targets.

Results

The media plan that was booked selected the best units for optimizing advanced target impressions delivery within budgetary and mix constraints.

+36%

eCPM improvement from traditional age/gender campaign

4x

Return on Ad Spend (ROAS)

80%

incremental sales lift attributed to the targeted schedule