



CASE STUDY

Energy Advertiser

Leading energy advertiser saves time and increased reach

The Challenge

National TV buying team for a Leading Energy Company had a goal of reaching their advanced targets across a large network list, with a short turnaround time before first flight date.

The Solution



Two custom advanced targets were created using MRIFusion



Using the buyers' portal, multiple proposals were created, resulting in an optimized campaign across more than 20 networks

Results

After defining the network list for consideration, Partner Solutions worked collaboratively with the buying team to create a campaign.

+40%

increase in advanced target impressions on the optimized proposal, as compared to the benchmark

23

Campaign aired across 23 networks

2

days from RFP submission to Hold