

CASE STUDY

How an Ad Agency Doubled Its Reach and Impact Without Increasing Budget



THE CUSTOMER

A mid-size agency needed to increase on-target reach and optimize frequency for a congressional campaign targeting a specific audience across multiple Missouri markets. But as the campaign progressed, the target audience began to shift, and the purpose of the advertising quickly changed from persuasion to mobilization.

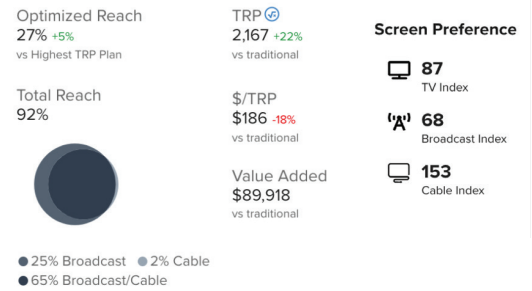
THE CHALLENGE

Based on the consumption habit data of the persuasion audience, the agency had previously used a heavy broadcast allocation. At face value, the mobilization audience's attributes were not significantly different from the persuasion audience, so the assumption was that the plan wouldn't need to change much. The agency turned to ScreenSolve to validate their assumptions before they allocated any budget.

A CROSS SCREEN MEDIA SOLUTION

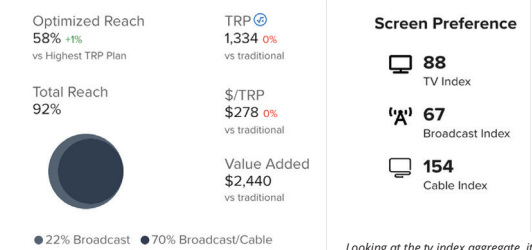
Cross Screen Media's planning tool, ScreenSolve®, quickly highlighted that the new target audience consisted of heavier cable consumers and that reallocating the spend from broadcast to cable would yield much higher reach than keeping the original heavy broadcast allocation.

Original TV Plan: ScreenSolve® provided insights into the target audience's screen preferences, highlighting that the agency was significantly over-spending on broadcast. Their original plan would have yielded an optimized reach of only **27%**, meaning the plan would have only reached 27% of the target audience with the desired frequency range.



(Original Plan)

Optimized Cross Screen Plan: ScreenSolve enabled the agency to easily adjust their budget to a heavier cable allocation in a way that would significantly improve efficiencies, reduce the \$/TRP, and ultimately more than double its optimized reach using the same total spend. In the new plan, optimized reach grew to **58%**, just by making a few adjustments.



(Optimized Plan)

Looking at the tv index aggregate, it looks like they are slightly underindexing but, the real insight comes from splitting broadcast from cable, informing a much more efficient buy.

RESULTS

This is just one example of an agency that dramatically improved their campaign's effectiveness by using new tools like ScreenSolve to validate their existing methodologies and, ultimately, make significant improvements to their assumptions. The agency got more views to the target audience by using ScreenSolve to shift resource allocations without increasing budget, and contributed to the successful election of the congressional candidate.

Learn what Cross Screen Media can do for your local video campaigns. Contact us today.