

SUCCESS STORIES

Activating Strategic Audiences in upfront planning

AMOBEE



25%

increase in Strategic Target reach

60%

decrease in Strategic Target CPM

THE CHALLENGE

A leading travel brand and TV-centric advertiser saw stagnant growth and flat marketing KPIs. Despite running a TV strategy focused on a mix of efficient demo reach and lifestyle/contextual programming, the brand's TV strategy was not reaching their most valuable customers.

THE APPROACH

Leveraging our unique integration with Nielsen, the brand was able to define and size a new Strategic Target; consumers aged 25-54 who are proven travel bookers based on credit card purchase data. Once defined, the brand was able to analyze their base TV plan against the Strategic Target to uncover optimizations and efficiencies.

RESULTS

The optimized plan reallocated budget across daypart mixes, networks, and channels in order to grow strategic target reach.

- This resulted in an overall 25% increase in Strategic Target reach and a 60% decrease in Strategic Target CPM.
- As part of Amobee's reallocation, daypart mix expanded significantly, and dollars shifted between broadcast & cable.
- Optimizations to network buys and daypart mix reduced the cost per reach point without sacrificing gross reach.

Ultimately, this enabled the brand to reach more valuable customers for less budget than a traditional TV plan optimized to just age/demo.

