

Case study

Media agency

Objective: A media agency needed a more effective strategy for the Display Ad planning & buying of its clients, specifically:

- Targeting within as well as measuring performance across its 12 media platforms

Solution: We developed a strategy to measure performance over all current media platforms during an active campaign, in order to:

- Identify top performing media platforms
- Detect top performing Mosaic[®] segments based on an area level sales analysis

Result: Results showcased three effective platforms throughout the campaign:

- **Effective Platforms:** Hulu[®], Facebook[®] & Programmatic Republic Display

Results also provided the agency with targeting guidance based on Mosaic profiles of top buying areas to minimize ineffective ad placement:

- **Active Buyers:** Booming with Confidence, Golden Year Guardians

Media Platform	Main Effect	Statistically Significant		Non-Significant Result	
		+	-	+	-
YieldMo	+			+	
Pandora	-			+	
Spotify	-			-	
iHeartRadio	+			+	
Google	-			-	
Hulu	+			+	
YouTube	-			-	
Facebook	+			+	
PR Audio	-			-	
PR Display	+			+	
PR PreRoll	-			-	
PR Video	+			-	

