

# AUDIENCE ANALYTICS TRANSFORMS AD REVENUE MODEL

## PROBLEM: POOR INSIGHT INTO AUDIENCE ATTRIBUTES LEFT AD REVENUES LANGUISHING

Our client was a large media and entertainment company with an audience reach of more than 250 million consumers across its traditional and digital channels. Ad revenues for its traditional channels had been gradually eroding in favor of digital placements. One key reason: Advertisers were gravitating to online channels because they offered a wealth of audience insights that allowed advertisers to finely target ads and maximize ROI on their spending dollars.

Without these detailed insights, media buyers were defaulting to ad placements on our client's most popular or newer shows, which forced them to lower pricing for their other programs. The company knew many of its shows were a better match for certain audiences, but had no way to reliably demonstrate this. As a result, they had little influence over media buyers' purchase decisions.

## SOLUTION: AN MODERN ANALYTICS PLATFORM THAT SERVES UP HIGHLY GRANULAR AUDIENCE INSIGHTS

Our client had numerous customer data sets at their disposal—both information they had purchased from third-party providers, and data gleaned from their own channels. But they wanted to go beyond traditional demographic information to derive highly granular viewership information for their entire programming inventory. Here's how we turned that vision into reality:

- 360-degree view of consumer behaviors: Built a data model of 200+ demographic attributes per viewer using syndicated and internal data subscriptions.
- Created granular targeting capability that leveraged Elasticsearch, AWS Lambda, Spark, VueJS, and D3JS to quickly identify the best way for advertisers to maximize their advertising spend ROI with a specific audience.
  - For example, if an advertiser was keen to reach Harley-Davidson riders who also buy Yoplait yogurt and watch sports on Saturdays, the company could point them to the perfect array of programming within their inventory to reach viewers with those particular attributes.
- Developed a rich, front-end application that ad sales teams could use in discussions with advertisers and media buyers. The custom interface visually displayed reach and program selection recommendations.

## RESULTS:

With a robust and engaging data platform at their fingertips, the company's sales team was able to take a more compelling value proposition to the market and increase ad sales

# 3% - 5%

**Increased ad revenue:** The company experienced a **3-5% uplift in ad revenues** following the platform's implementation.

**Reduced cannibalization by digital:** The company was able to make traditional channels more competitive with digital by showing advertisers how to **maximize their ROI spend through more targeted options.**

**Increased pricing power:** The ability to match its full inventory of programming to granular target audiences helped the company avoid the downward adjustment of prices for less popular shows.



**Company sales teams back in action:**  
The company was able to assume a more proactive role in advertiser purchasing decisions by demonstrating a clear value proposition to ad buyers.



**A game-changing solution:**  
The solution won the company's **Application of the Year** award for technical innovation.