

pivotalROI CASE STUDY

Asset Management Firm's Ad Impact/ROI Modeling

Situation:

- Client desired to **monitor the success of a new ad campaign**
- Campaign was designed to **target both retail buyers and the corporate sales channel**
- Goals of campaign were multi-faceted:
 - **Increase awareness**
 - **Improve perceptions** of firm's product offerings
 - **Grow consideration and selection** of firm's products

Testing:

- Benchmark was conducted prior to campaign launch
- Both **buyer and seller audiences were surveyed** semi-annually to monitor the impact-to-date of the campaign
- Monitoring was also able to **provide feedback for adjustments to the on-going campaign messaging**

Outcome:

- Monitoring provided feedback on individual ads to **inform refinements** and more broadly **assess the impact** of the integrated campaign
- Impact of advertising (both **individual ads and the collective campaign**) were added to other internal and external inputs for an **ROI model** that was updated semi-annually
- Model evaluated impact of individual creative executions as well as placement of ads to optimize creative assets/ media purchased in subsequent waves of advertising