

pivotalROI CASE STUDY

Campaign Optimization

Situation:

- Financial services company sought to **identify the best performing websites, creative stories, and ad formats**
- Needed comparative measures to **evaluate effectiveness of new advertising** and new communications vehicles
- Desire to **maximize the lift in favorability** across the entire campaign
- Firm wanted to model and **optimize future media plans**

Testing:

- Through extensive analysis and modeling, identified that total **Favorability Gain** was a function of the unique combination of **specific creative units** used on **specific websites**
- **Cost efficiency and effectiveness** of each advertising unit and website used were calculated and became inputs into the model

Outcome:

- Overall diagnostic results were favorable, **validating the management team's decision** to move forward with the campaign
- Advertising agency used model to further **improve their media planning** process
- **New advertising creative tested** to determine if it would improve favorability and **maximize the overall lift** of the campaign