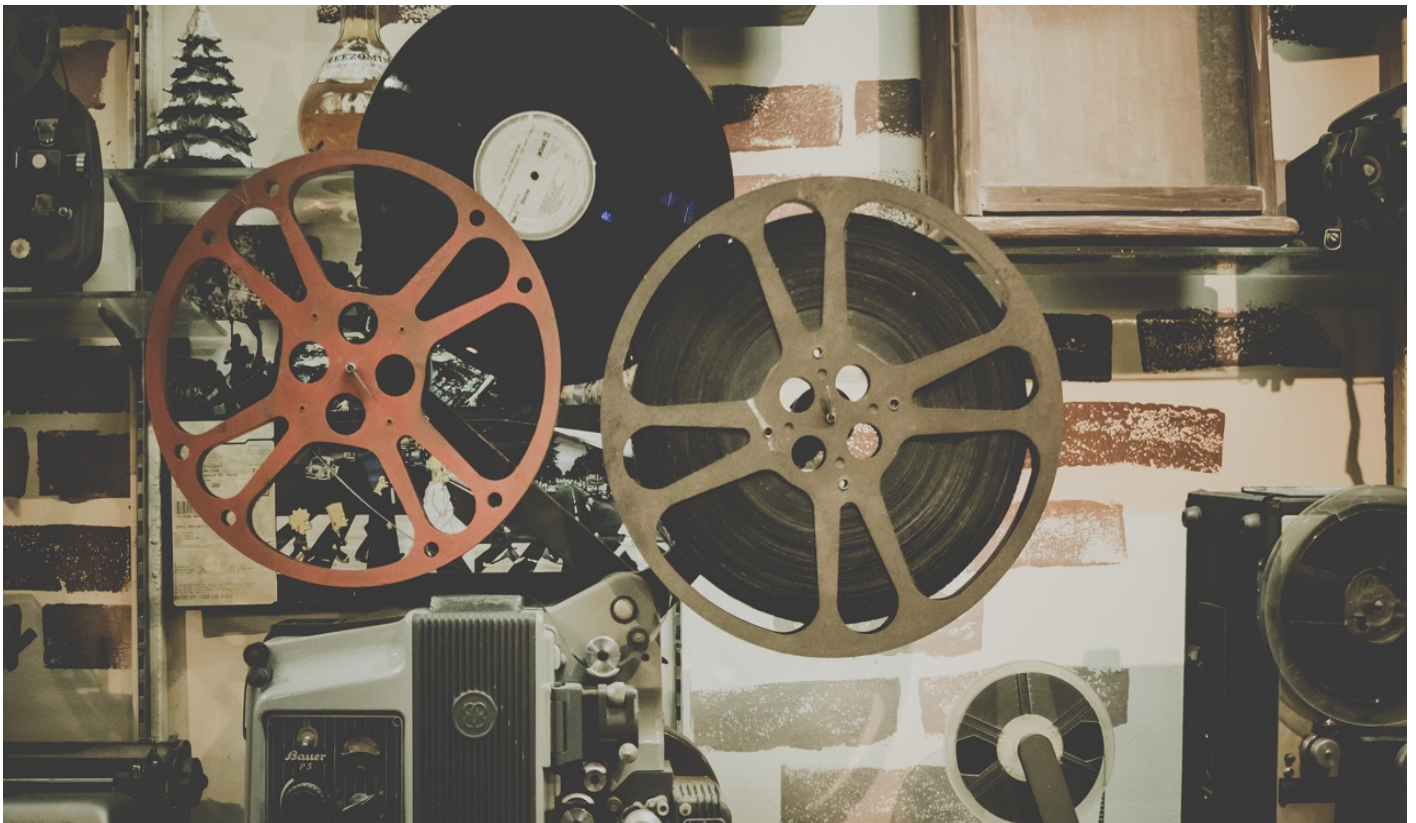# DEEPFLUX CASE STUDY: **DISNEY INDIA**

# MEDIA INTELLIGENCE AND OPTIMIZATION

CHALLENGES

Disney and Marvel frequently release movies and content in India. Appreciable amount of marketing dollars are spend across the digital landscape to create an impactful buzz in the market.

While boosting digital marketing budgets, Disney was facing a growing number of challenges - from mastering each and every new platform, to generate powerful insights from marketing campaigns and optimize live campaigns to get maximum results from their marketing dollars.

To add to this, Disney had limited understanding of the Digital Audience Buckets for the brands and targeting for campaigns was heuristics based rather than data driven.

Through automation, centralized campaign dashboard and real time optimization, Disney's teams are now able to focus their attention on what's really important: getting the most out of their marketing data and getting meaningful insights to optimize live campaigns at a click of a button to reach maximum people at minimum cost .

Deep social listening provides intelligence on topics of conversation and helps in tracking brand reputation along with buzz of competition to predict success of a release.
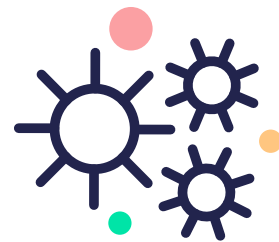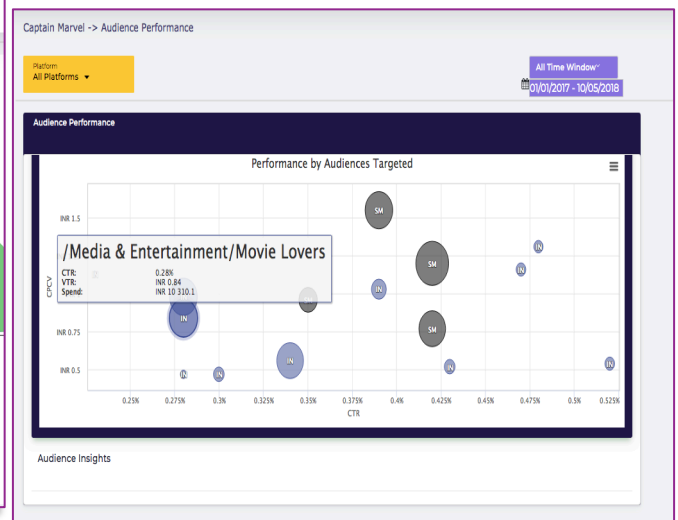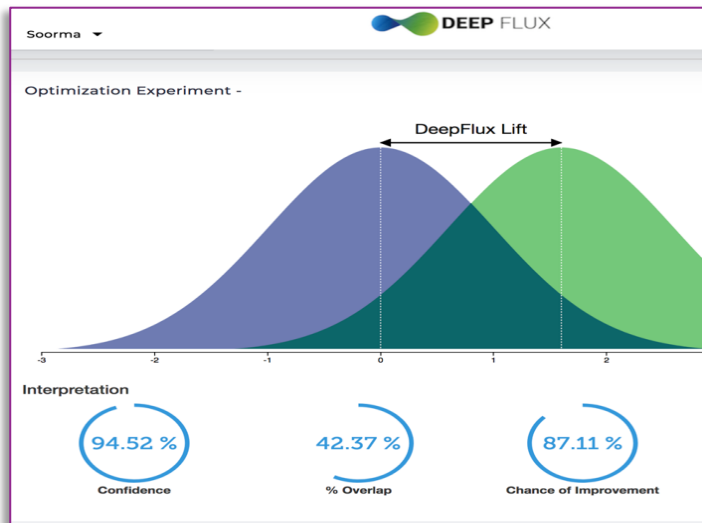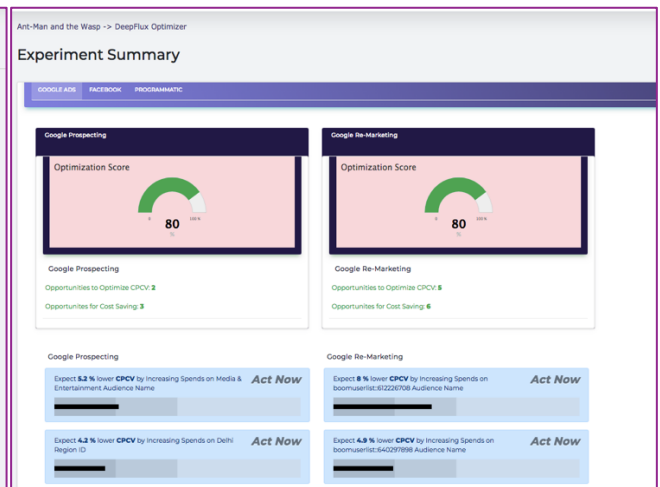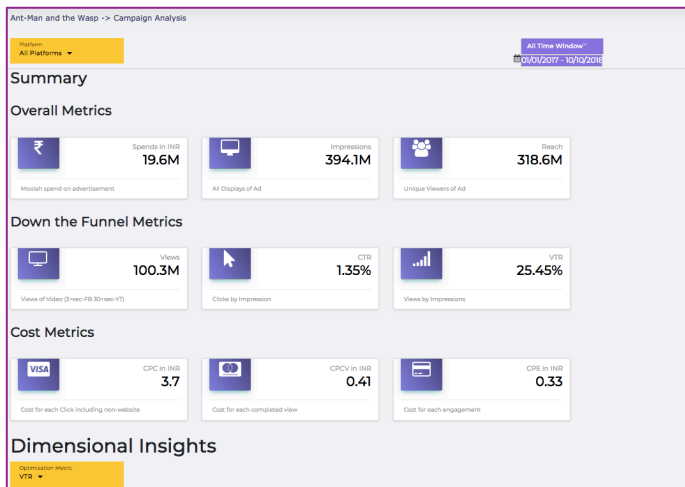
| Campaign Optimization | Audience and Segment Insights | Buzz and Competition Monitoring |

DeepFlux provided a solution that was built with marketers & campaign managers in mind.

The data integration capability of DeepFlux allowed Disney to integrate campaign data across multiple platforms at a central place in a harmonized consistent manner. The tool provides insights into audiences across targeting categories and behavior of multiple audience buckets across different marketing channels.

Machine learning based campaign optimization suggestions helps Disney to achieve the reach and performance targets for any live campaign. The scalable model facilitated Disney to add new titles and movies on the fly and get insights into media planning for new releases.

RESULTS

Disney has benefited greatly from the centralized campaign management and optimization capabilities of DeepFlux. Instead of spending too much time trying to understand audience behaviors and segments, Disney now focusses on reacting to the actionable insights that DeepFlux provides.

Key Benefits:

✓ BI-ready campaign data stack across multiple products which is auto updated and covers multiple channels

✓ Bandwidth to generate campaign reports has reduced by 50% and eliminated the need of multiple panels

✓ Optimization improvement on real time campaign have helped to achieve better reach and Cost Per View

✓ Buzz, Sentiment and Competition Monitoring for any new release

✓ Insights into audience categories and behavior at a click of a button has helped in strategizing DMP solution

✓ More than 20% hike can be observed in overall KPIs with same marketing dollars.

✓ Planning Marketing Dollars outstandingly and accomplishing maximum success rates and objectives

About Us

DEEPFLUX

DeepFlux Automates your Campaign Operations and Measures Success of your Digital Promotion. We identify most relevant audience segments, predict campaign success and give real time social & campaign insights for your brand.

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