

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

DATA ANALYTICS:

- 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 ongoing 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 as sets/ media purchased in subsequent waves of advertising