

## SITUATION:

- Financial services company sought to identify the best performing website 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

## DATA ANALYTICS

- 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