

Marketing Strategy

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Our data analytics team explored a comprehensive dataset containing campaign reports for EchoNet, identifying insights and recommendations across audience targeting, creative performance, and inventory usage to help optimize future media strategies.

Audience Insights

Advertise to a particular, moderately wealthy audience as we describe below.

Advertising Personas


Mia Rossi
(The Modern Mom)



Age 36
Married
New York City, NY

Amy is an upper-middle class, active mom who stays on top of the latest tech trends. Her children are between 16-18, and all of them have a hunger for social media, internet shopping, and team sports like basketball.


Phillip Davis
(Aging Hobbyist)



Age 65
Married
Memphis, TN

Phillip is a retiree with an empty nest. He has a vast investment portfolio, and looks to mail dates, leisure sports, and flights to relax. He still uses aol.com has a news and email source, and is a fan of product review websites-cars in particular.

Joaquin Garcia
(Land Manager)



Age 53
Not Married
Chicago, IL

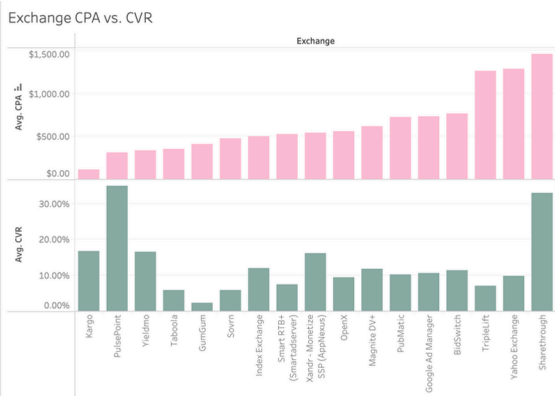
Joaquin is a wealthy, multi-property owner in search for help with management. He uses websites like Yahoo Finance to get an up-to-date view on his investments, and frequently takes plane trips for leisure.

Creative Insights

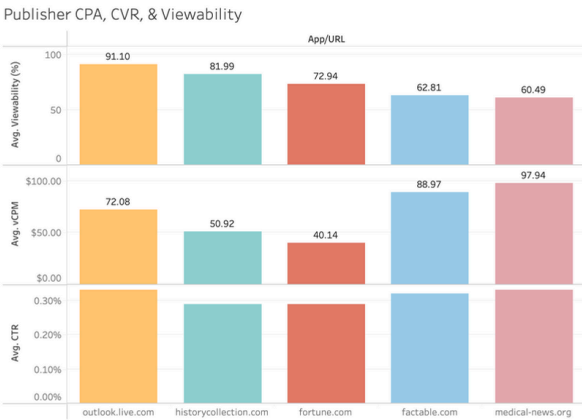
- **Mobile Leads Performance:** They consistently outperformed desktop across all metrics.
- **Smaller Formats, Better ROI:** 320x50 ad size showed high viewability and cost efficiency.
- **Clear CTAs Outperform:** “Sign Up Now” drove stronger conversion rates than other variations.

Inventory Insights

- **Top exchanges:** Kargo, PulsePoint, Yieldmo



- **Top Publishers:** outlook.live.com, historycollection.com, fortune.com, factable.com, medical-news.org



Recommendations

1. **Audience:** Advertise to an upper-middle-class audience, using personas as a guide.
2. **Creative:** Prioritize mobile-first design and focus spending on top-performing small formats.
3. **Inventory:** For exchanges, prioritize low CPA and high CVR. For the best publishers, prioritize viewability >= 60%, vCPM = \$80, and higher CTR.