

**DATA**iNTELLIGENCE

# REAL-TIME PROMO

Brings **VALUE** from earned media.



## WHAT IS IT?

A solution that shows in real time the Promo Campaigns' digital performance, website leads, and actions within the database of promo registrations.

## WHY WOULD YOU NEED IT?

No more finding out results at the end of the campaign! Instead, it is possible to keep track of the daily results and the campaigns' success factors and dive deeper for more valuable optimizations.

## OUTCOMES

- Weekly optimization of channel placements and reach.
- Adjustments of targeting based on daily results and discovered behavior patterns.

# REAL-TIME PROMO

## CASE STUDY



### Context:

Our client's business strategy involved many promotions, and, as an established flow, promos were optimized by each stakeholder separately (creative agency, media agency).

### Challenge:

This promotional campaign had a minimal budget allocation overall (and on digital) compared to previous years, so further efficiency tactics were needed.

### Solution:

Our Real-Time Promo put different data sets altogether:

Weekly media campaign performance by digital creatives.

Real-time participation with inserted codes by SKU.

And Real-time LP ytics with demographics data included.

This resulted in an integrated real-time optimization process beyond what each stakeholder can usually do: the digital ads were changed so that each target got ONLY the relevant message & prize, visible in the first 2 seconds.

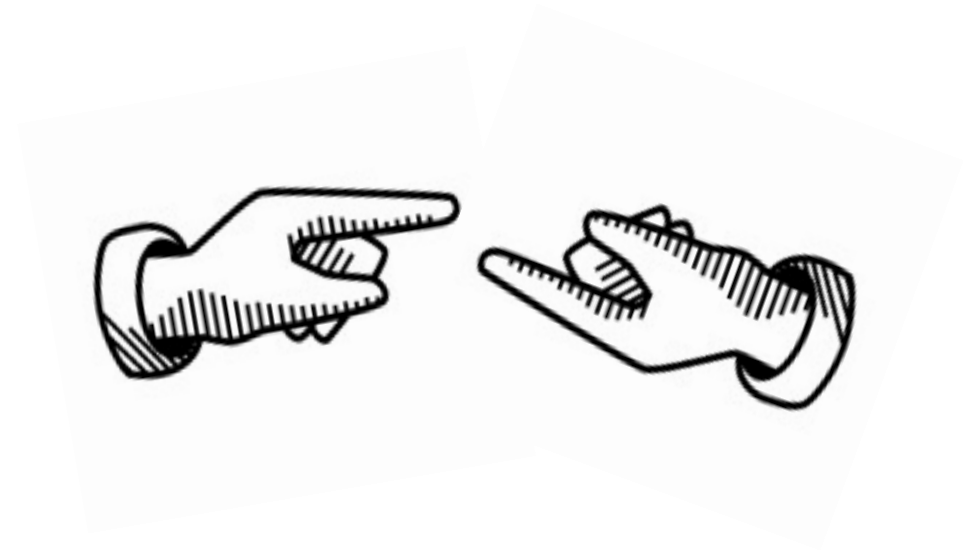
### Results:

The optimization process was a gamechanger:

6,5X more total entries in the promotional campaign than in the previous year's campaign.

EMV +165.000 EUR (Earned Media Value)

# LET'S STAY IN



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