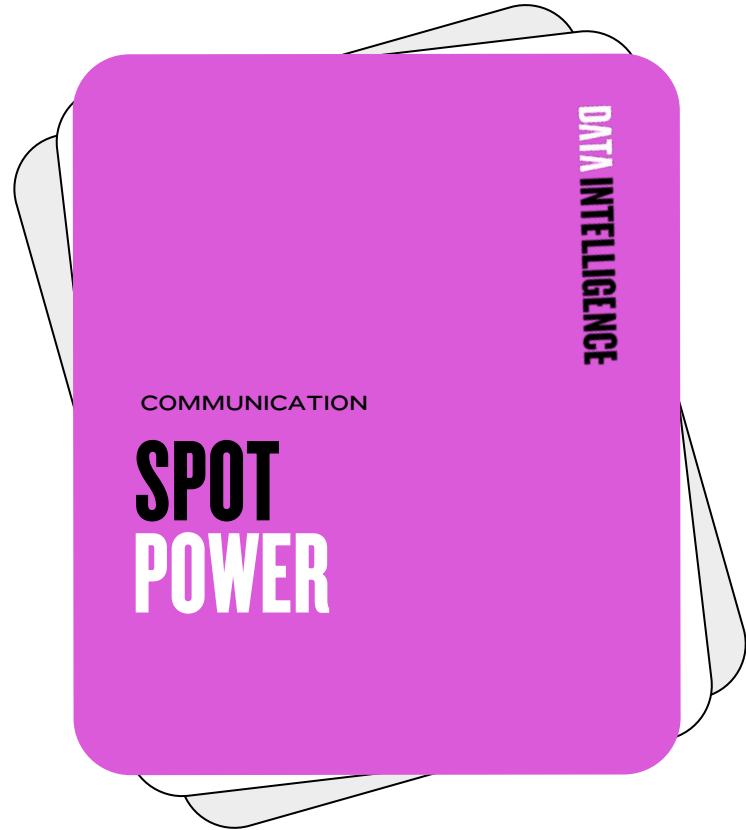


DATAiNTELLIGENCE

SPOT POWER

Brings **VALUE** from earned media.



WHAT IS IT?


Spot Power is an interactive solution that offers the possibility to see, on average, by hours, time bands, days of the week, or TV stations, the impact of a spot in landing page visits or leads in the next few minutes after broadcasting.

WHY WOULD YOU NEED IT?

To optimize ad versions and placements and save money.

OUTCOMES

- Types of audiences acquired based on TV activity.
- All the money invested in media gets an estimation of sales.



SPOT POWER CASE STUDY

Context

There is intense competition in the beauty-retailers market in Romania, as in many other countries in the SEE Region. Our client needed to increase the conversation rate for online purchases.

Challenge

We had to analyze the entire funnel to maximize sales by having dynamic content airing cross-channel and optimizing audiences with real-time signals.

Solution

To feed the conversion funnel, we focused on increasing the website traffic. Spot Power is our internal Data Solution that helped us analyze the contribution of TV Stations, Dayparts, and weekdays in generating immediate website visits from the previous campaign.

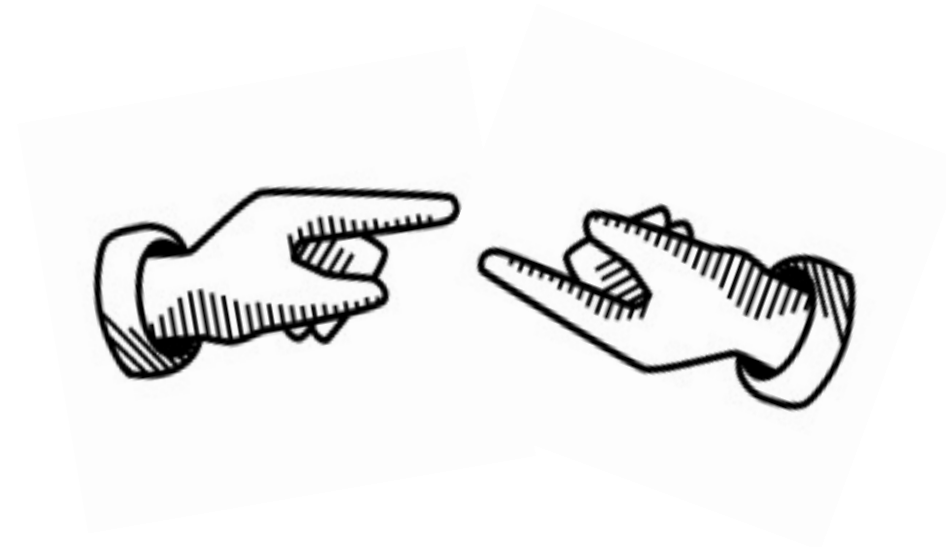
Then, we developed a plan to maximize the investment and generate the most cost-effective website visits.

Also, during the campaign, we continuously analyzed the TV Stations' performance and the impact of placements and optimized the campaign on the go.

Results

We defined the optimum channel mix and obtained a low cost per user and a better response rate by channel while also moving the needle for brand consideration – a 25% increase in searches and the number of people reaching the website.

LET'S STAY IN



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