

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