

Which Ads Should Be Placed Where?

pivotalROI



Situation

- Financial services company sought to *identify best performing websites, creative stories, and ad formats*
- Firm needed comparative measures to *evaluate effectiveness of new advertising* and new communications vehicles
- Company desired to *maximize effectiveness* across the entire campaign
- Firm wanted to model and *optimize future media plans*



Insights and Model

- Through extensive analysis and modeling, identified that *maximizing the impact of the campaign* was function of unique combination of *specific creative units* used on *specific websites*
- Calculated *cost efficiency* and *effectiveness* of each advertising unit and website used and became inputs into model



Outcome

- Overall diagnostic results favorable, *validating management team's decision* to move forward with 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