

# Leveraging Branded Content To Generate New Targetable Prospects

How a Fortune 100 logistics company used SimpleReach to improve its ROI on branded content

## The Challenge

A global logistic brand's media agency had been relying on SimpleReach since 2015 to power its branded content program, enabling them to make data-driven buying decisions and deliver insights to their client.

However, while they had invested significant budget into branded content every year, they had not yet leveraged the sizable audience that was engaging with their content on partner sites.

At the start of 2017, they came to SimpleReach with a question:

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How could they take advantage of the qualified audience they were building through their branded content program to increase overall ROI?

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There were three obstacles to fully activating this audience:



### Lack of independent data access

While the brand received real-time activity reporting via SimpleReach, they had no way to directly cookie visitors based on their content interests



### No segment visibility

Without any insight into the size and scale of the segments that could be activated on other ad systems, there was no way to effectively segment the audience



### Fragmented content data

Without a feedback loop between content performance data and subsequent audience performance, the brand had no way of knowing how to adjust their bidding strategy

## The Solution

The brand decided to implement SimpleReach's container tag system to place pixels from their DSP, Facebook, and LinkedIn onto their branded content. This enabled them to independently aggregate the audience that read their content and target them with ads across display and social media.

After early tests proved successful, the brand took things one step further. Instead of building one large audience, SimpleReach helped them implement an advanced segmentation model that builds unique audience pools based on article topics. They then targeted those content-based audiences and set up new reporting dashboards to track performance. Utilizing a unified view of the data, the team was able to test different models to optimize the quality and size of the audience pools.

This proved to be a game changer for the agency team, giving them the ability to target each unique content-based audience group with customized messaging, generating significant lift across programs between Q1 and Q3 2017.

## The Results

**1 million**  
net new targetable  
prospects

The agency was able to build a variety of sophisticated new audience pools to target across multiple ad networks

**0%**  
increase in  
media spend

By generating a large pool of well targeted, highly qualified prospects, click-throughs and conversions increased without requiring additional spend

**80%**  
increase in  
marketing ROI

Significant value was created by developing a highly targeted prospect list requiring no additional investment

Going forward, the agency is using SimpleReach's tracking parameters to evaluate content amplification platforms like Outbrain and Taboola based on their ability to drive target audiences to content - not just pageviews or clicks.

Ready to start driving content ROI with SimpleReach? Contact us at:

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