

CPG CASE STUDY

Beverage Company Uses Simulmedia to Boost Its ROI

CLIENT CHALLENGE:

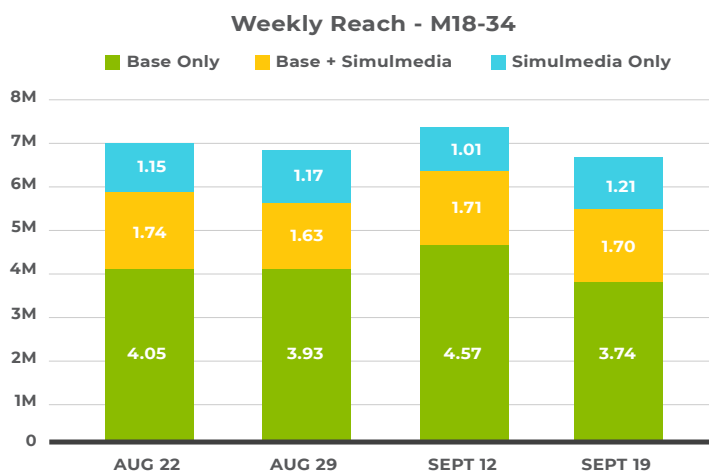
This global beverage company spends heavily in contextual advertising and wanted to find a cost-efficient complement to reach more of their target audience across the rest of national TV.

SIMULMEDIA SOLUTION:

Using our proprietary software, we created a complex lookalike target based on age, gender, viewing behavior, and a combination of 20 MRI attributes. After forecasting where to find them on TV, we added 25 networks to the base campaign.

PERFORMANCE GUARANTEE:

Simulmedia guaranteed the campaign schedule would add cost-efficient, unduplicated reach to the base campaign, and yield a higher ROI that would serve to boost the overall ROI of the beverage company's TV ad spend.¹

**RESULTS:**

Simulmedia met its guarantees, added a powerful complement to the beverage company's base plan, and increased the campaign's ROI.

¹The results were subject to analysis by the client's third-party measurement partner.

**Better Targeting.
Better Results.****20%****increased
weekly reach****55%****lower cost-per-point****27%****higher ROI**