

## CASE STUDY

# Extend Targeted Reach for Construction Distributor

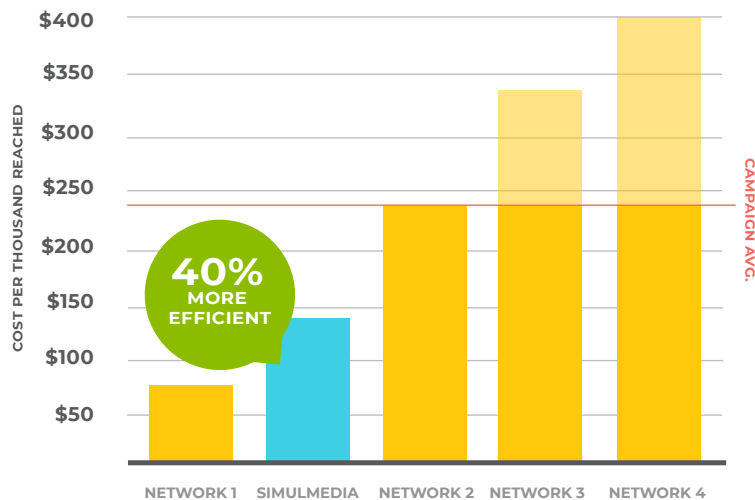
## CLIENT CHALLENGE:

A wholesale construction distributor felt limited in the number of TV networks on which it could efficiently reach its target audience. The company traditionally only had 4 networks on the plan because it thought those networks were the obvious options where it could reach viewers interested in its offering.

## SIMULMEDIA SOLUTION:

**Custom Target:** Execute a 2-week campaign designed to efficiently reach the client's custom target of blue collar workers in the fields of construction, installation, maintenance or repair.

**Prediction:** Use data to find those custom target viewers outside of the contextual networks on which the advertiser was currently running.



## REAL RESULTS:

- Simulmedia extended the campaign's custom target reach by nearly 1M viewers, more than all the other networks on the plan combined.
- Simulmedia found this niche target on 41 networks, 39 of which were new to the plan.
- Simulmedia reached nearly 5M M25-54, more than any other network on the plan.
- Simulmedia was 40% more efficient at reaching the custom target, compared to the campaign's average Cost per Thousand Reached. (see chart)

## Future Optimization

Simulmedia analyzed the campaign's performance to further optimize future campaigns, and identified opportunities to:



Reallocate budget from the less efficient networks to Simulmedia to further extend the campaign's reach.



Develop a companion campaign targeting women to drive traffic to their in-store showrooms.