

CASE STUDY

Drive Daily Viewership for Programming Block

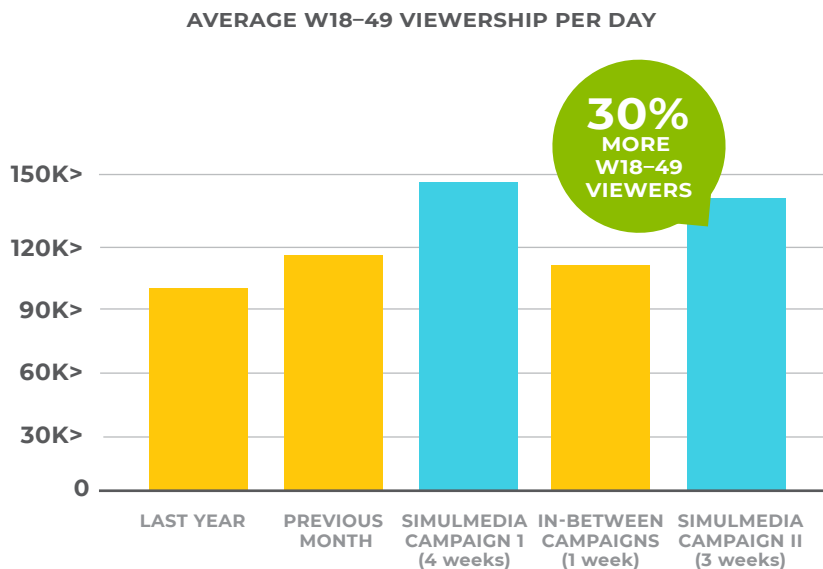
CLIENT CHALLENGE:

A cable network wanted to drive viewers to a daily block of programs on late at night. While it was currently doing some tune-in promotion already, it wanted to see if audience-targeting would further improve the block's viewership.

SIMULMEDIA SOLUTION:

Custom Target: Run two continuity campaigns, with a one-week gap in between, targeting W18-49 with children to increase daily viewership.

Prediction: Analyze past viewing data of the network's target audience and predict the audience's future viewing behavior to optimize the campaign's reach.



REAL RESULTS:

Simulmedia converted over 600K W18-49 viewers to the program block.

Simulmedia had an average cost per converted viewer of \$2.32 for both campaigns.

Average daily W18-49 viewership increased by 30% during the Simulmedia campaigns. (see chart)

During the continuity campaigns, an average of 60% of daily viewers were new to the programming block.

Additional Insights

Simulmedia also analyzed the performance of the campaign's creative and flighting to further optimize future campaigns.



The multi-show creative converted 44% more W18-49 than the single show creative.



Over half of the top performing spots occurred during the Daytime daypart.