

CASE STUDY

Re-engage Viewers for Broadcast Mid-Season Return

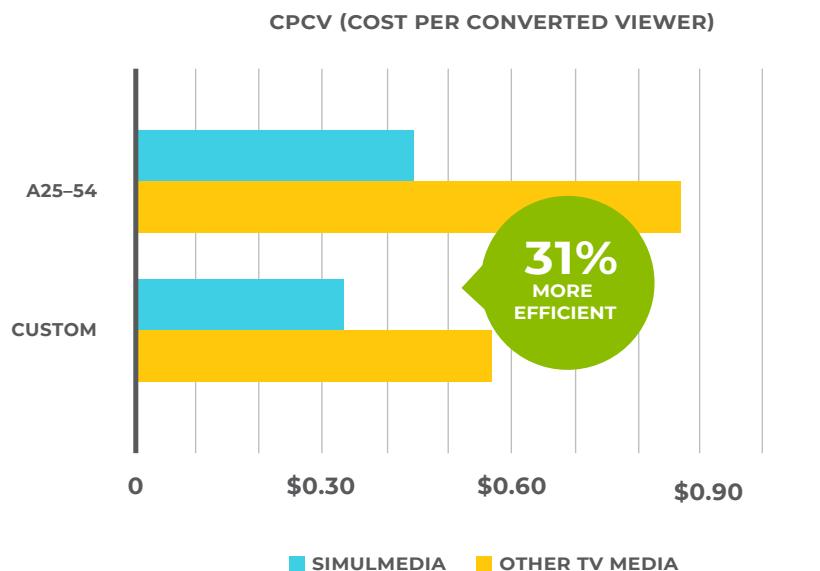
CLIENT CHALLENGE:

A large broadcast network needed to re-engage its program's viewers after a 3-month mid-season hiatus. The network was also interested in seeing how Simulmedia performed compared to its base plan.

SIMULMEDIA SOLUTION:

Custom Target: With 27% of the budget, run a one-day campaign targeting frequent viewers of the program to bring them back to the mid-season premiere.

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



REAL RESULTS:

Simulmedia reached more custom target viewers than any other network on the plan, over 900k of whom were not reached by any other network.

Simulmedia had a 43% lower A25-49 cost per converted viewer (CPCV) and a 31% lower custom target CPCV than the base plan. (see chart)

With only 27% of the campaign budget, Simulmedia was responsible for 35% of the program conversions attributable to the campaign.

Additional Insights

Simulmedia measured the campaign's performance down to the spot level to further optimize future campaigns. Top-converting spots included promos that ran during:

You Gotta Eat Here! on Bio



23%

conversion rate

Snapped on Oxygen



17%

conversion rate

Bates Motel on A&E



16%

conversion rate