



CASE STUDY:

Optimizing Media Buying

CUSTOMER:

Fortune 500 consumer goods company

PRODUCTS USED:

Verto Watch and Smart Poll

A Fortune 500 consumer goods company wanted to understand its target audience and improve its media buying strategy across multiple channels, including TV, social media, PC, and mobile.

What they wanted to discover:

1. Which websites, apps, and services does my target audience visit or use during the day?
2. Which type of device does my target audience use to access media most frequently compared to a typical digital consumer?
3. Where and when should I spend my advertising dollars? Which channels and which times of the day?

*Using insights from Smart Poll and Verto Watch, the customer applied behavioral data and existing segmentation to optimize campaigns, which resulted in a **45%** higher reach of the target audience and a cost savings of **25%**.*



