# Case Study | Programmatic Media

Frontier Communications (NASDAQ: FTR), provider of voice, broadband, satellite video and more internet services to consumers and businesses alike was working with an 1,100 person digital media agency to deliver prospective phone calls to it's regional offices. In July 2014, digital media specialty shop Media Two took over the strategic planning and buying of the media for 3 of the 4 regions.

■ July & Aug ^cpm   ■ Q1 & Q2
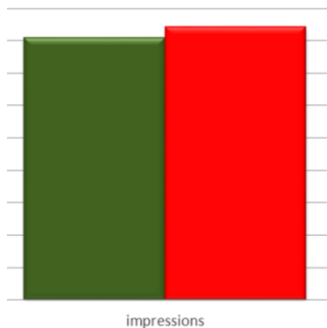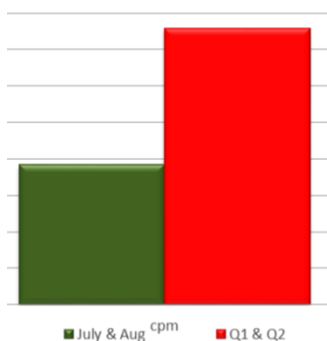
Through the use of 3rd party programmatic tools, Media Two implemented a pixel tracking system in order to collect data about the audiences that were visiting, and in turn, roll out a behavioral campaign complete with look-a-like targeting and remarketing programs that would allow us to avoid paying costly minimums to local sites that may or may not have the audience we are after. The chart to the left is a look at the overall CPM and the reflective impression totals. What is not shown is the overall spend level, which was effectively 50% less in July & August than it was in Q1 & Q2, but by reducing the CPM, we were able to deliver just as much volume with half of the budget.

As buying metrics are only one KPI, the chart to the right actually reflects the true ROI of the campaign, broken out by regions. These charts represent the one month changeover from June (prior agency) to July (Media Two) and the overall change in call volume. What it also represents almost identically is not only the call volume lift, but the overall brand awareness and ad-aided brand recall that was being performed by an independent third party.

impressions

■ June
■ July

Central   East   National   West
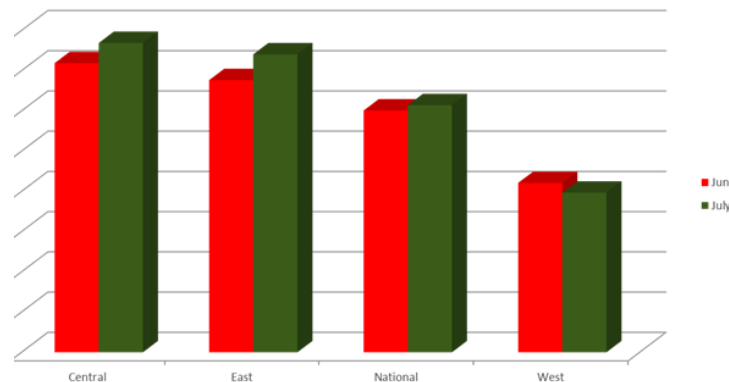
With both direct response initiatives and brand awareness lifts shown prominently in the three regions we were working with, it was even of more interest to notice that the fourth region we were NOT working with showed declines in both studies. We are now working with the 4th region…
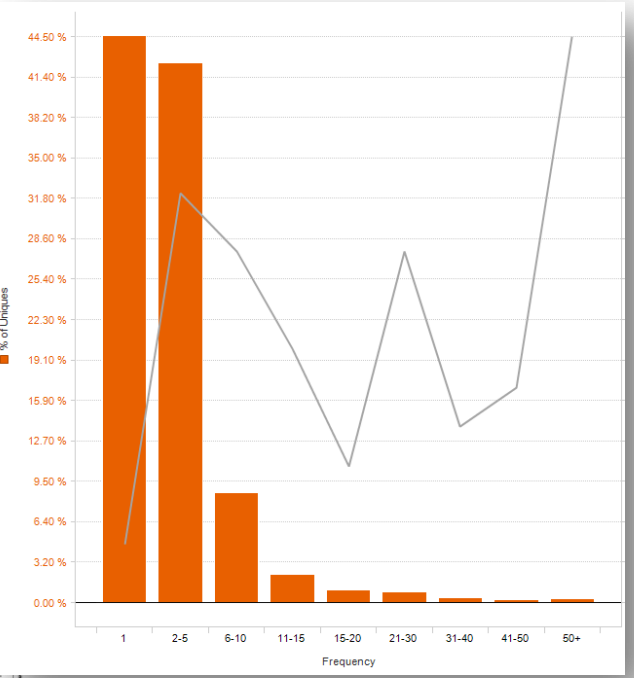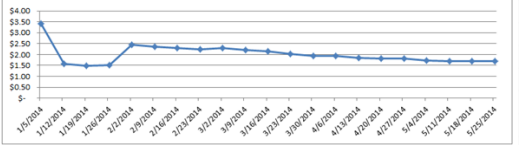
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The devil is in the details… Well, not always. The previous agency provided a lot of similar strategies and testing – afterall, the audience data is pretty much the same when it's coming off of the same website. What they failed to do was understand what the numbers actually meant. If you look at the graph to the right, we understand that that the majority of the banner exposures will hit a user 5 times or less (orange bars), however, the majority of conversions (gray line) were taking place after greater than 50 exposures! So the data (and I do mean data) that was being provided was not only overwhelming, but it was under-focused.

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What we did is utilized the same data but delivered it in an actionable template. Very simple green arrows up if we were trending toward our KPI goals, red arrows down if action needed to be taken. A quick weekly analysis of what we were seeing followed by more at-a-glance reporting so we can see campaign details, creative testing, device testing and more. The end result is a working conversation that has everyone focused on actionable items rather than data.