



SPECTRUM
MEDIA SERVICES

CPG CASE STUDIES

- Breakfast
- Deli Meat Provider (Social Data)
- Dried Fruits (Social Data)
- Easy Holiday Meals
- Easy Meals & Recipes
- Gluten-Free
- Women's Antiperspirant

BREAKFAST CASE STUDY

FRESH LOOK AT CONTENT ENVIRONMENTS TO ENGAGE MOMS WITH BREAKFAST MESSAGE



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OBJECTIVE

A large American food company wanted to promote their breakfast products by reaching their On-Target Demo Reach (F25-44) via Nielsen OCR and in relevant content.

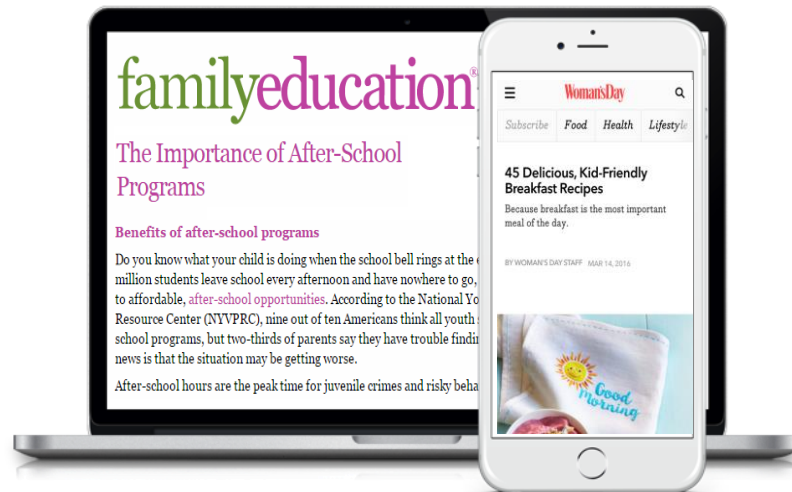
STRATEGY

Beginning with relevant articles, our proprietary platform discovered ideal pages and sites to reach moms seeking breakfast ideas for their families.

We created custom Content Targets™ around healthy breakfast options, news about schools, and health advice for children; aligning the breakfast brand with environments where their message resonated best.

RESULTS

Top performing partner, meeting the client's Nielsen OCR On-Target Demo Reach goal of 25%. Our success reaching moms on content broader than breakfast topics, particularly education news and bedtime advice for kids, led to multiple campaign extensions.



25%
REACH
DELIVERED ON TARGET

48%
REACH ON
TOP PLACEMENTS

SOCIAL DATA: DELI MEAT PROVIDER CASE STUDY

DELI BRAND FILLS ITS RETARGETING POOL WITH FOODIES



CHALLENGE

This artisanal deli meat provider is well-versed in the social space but was seeking impactful ways to supplement their use of custom audiences to identify and activate relevant audiences at scale on Facebook. Like many CPG brands, their ability to identify those audiences is limited by the depth of their own first party data, and the native interest and look alike targeting capabilities of the social platforms only go so far.

STRATEGY

As one of the first clients to deploy Spectrum's custom audiences, the brand worked with Spectrum's paid social strategists to develop a comprehensive A/B testing plan to measure the performance of the Spectrum segments against the controls of the native interest and look alike targeting audiences. Spectrum's purpose is to complement the native audience tools and overcome the commonly seen degradation of audience quality and campaign performance as reach scales. Throughout the multi week campaign, Spectrum identified people consuming relevant content at the device ID level and used the device IDs to create custom audiences. Spectrum's technology monitors what people read and watch, categorizing content consumption 300,000 times per second to create proprietary audience profiles linked to a persistent mobile device ID, and drive qualified traffic, which becomes first party data.

The interest buckets used to attract these demographics included "Easy Recipes," "Healthy Recipes," and "Parenting" based on Spectrum data. To continuously meet audience objectives, our campaign team used Facebook Lead Ads, driving users from an appetizing meal image to the newsletter sign up form. Because Spectrum scans data in real time, the audiences tapped were most likely to respond to newsletter sign-up CTA. A single piece of creative was used in this campaign to maximize impact, along with a tagline to incentivize users. This approach helped the team drive a more streamlined performance with impactful results.

RESULTS

The benefits of Spectrum's increased real-time retargeting pools, enhanced reach, and optimal targeting proved to be hugely valuable. With just a 20% overlap with Facebook's interest targets, we were able to reveal hidden audiences that Facebook could not, achieving the brand's goals. Armed with this information, the Action Rate for Spectrum's targeting was 30% greater than what we have seen in January and February as a whole, proving that the technology targets a more qualified audience. Furthermore, we saw a 31% improvement in CTR between Spectrum's Easy Recipes segment and Facebook's Grocery interest targeting. These exciting results are evolving into a quarterly scaling plan.

+30%
ACTION RATE

+31%
CTR

"Spectrum is a compelling addition to our client's paid social strategy" -Agency Representative

SOCIAL DATA: DRIED FRUITS CASE STUDY

SPECTRUM DATA EXPOSED HIDDEN AUDIENCES & INCREASED UNDUPLICATED REACH, MAKING INTEREST TARGETING MORE EFFECTIVE



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OBJECTIVE

CPG company wanted to increase effective unduplicated reach in social media and improve ad recall in order to improve action rates.

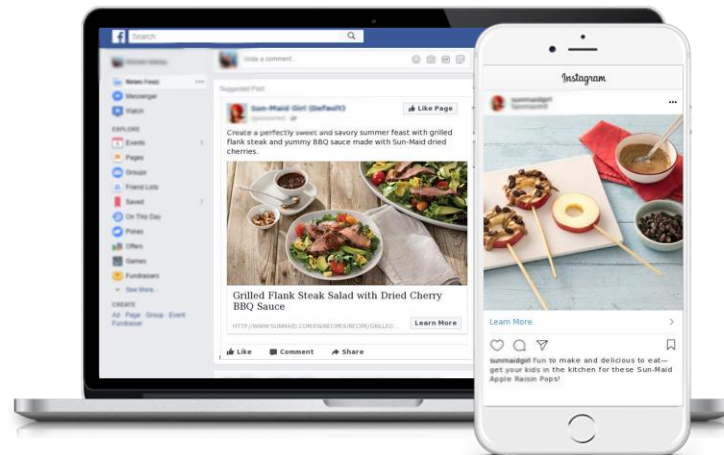
STRATEGY

Spectrum's proprietary signal identified audiences on Facebook that matched and augmented the native segments normally used. These custom audience segments were then analyzed for duplication and delivered **72% unduplicated reach versus the native segments**. Spectrum delivered hidden audiences other segment approaches missed.

Using both the Spectrum and Facebook segments, our optimization specialists focused on the critical KPI's of brand awareness and ad recall, leveraging the extended reach and improved results toward greater action rates.

RESULTS

Ad recall & action rates increased by 41% and 14%, respectively. Spectrum complemented Facebook's native targeting and produced proven results that were not seen elsewhere in the marketplace.



41%
INCREASED
AD RECALL RATE

14%
INCREASED
ACTION RATE

EASY HOLIDAY MEALS CASE STUDY

TOP PERFORMER FOR BRAND LIFT BY OPTIMIZING THROUGH RELEVANT CONTENT



SPECTRUM
MEDIA SERVICES

OBJECTIVE

A large American food company wanted to increase brand lift for their easy, make-ahead recipes and meal ideas during the winter holidays.

STRATEGY

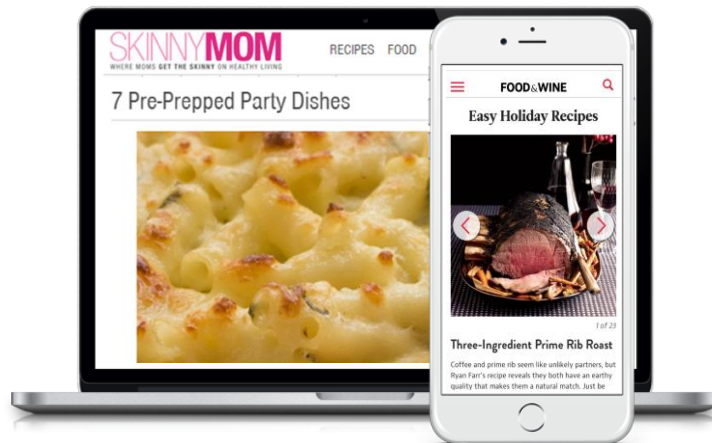
Starting with relevant articles, we used our proprietary platform to identify additional pages and sites to reach people looking for helpful content about hosting winter holiday gatherings. Our custom Content Target strategy for this campaign included segments around the following topics:

- 1) "Easy Holiday Appetizers"
- 2) "Make-Ahead Brunches"
- 3) "One-Dish Meals"
- 4) "Cooking for a Crowd"

Using our custom targeting strategy, we matched the brand's message with ideal audiences seeking easy holiday meals and recipe content at the right moment.

RESULTS

Spectrum was a top performing partner, earning 5-10% brand lift, according to an independent Nielsen Vizu Study. We found that our "Easy Holiday Appetizers" and "Cooking for a Crowd" Content Targets resonated best with the brand's target audience. Therefore, our account manager optimized the campaign to align with this top performing content. The success of our managed service campaign resulted in repeat business from this satisfied CPG client.



5-10%
BRAND LIFT
ACHIEVED
OVERALL

10.4%
BRAND LIFT ON
"EASY HOLIDAY
APPETIZERS"

8.8%
BRAND LIFT ON
"COOKING FOR
A CROWD"

EASY MEALS & RECIPES CASE STUDY

DISCOVERING RELEVANT CONTENT & TRENDS FOR EASY MEAL RECIPES



OBJECTIVE

Major food company wanted to drive awareness of and visits to their easy meal recipes.

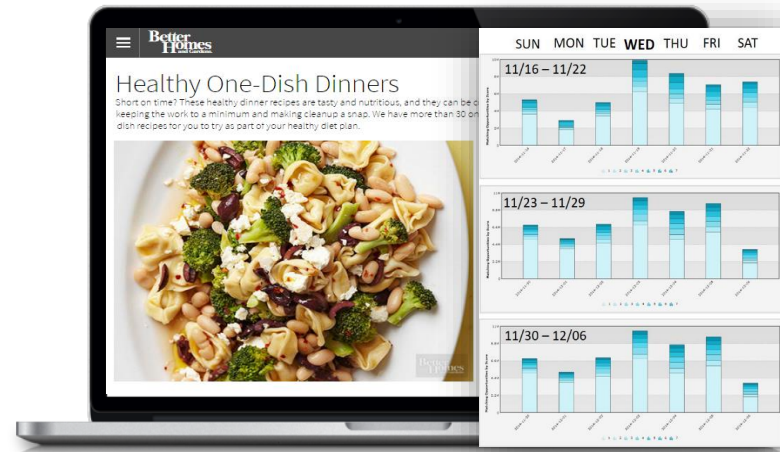
STRATEGY

Starting with ideal pages, we used our proprietary platform to find people interested in meal preparation for occasions where an easy option would be welcome; from easy dinners to kids' birthday parties.

We built custom Content Targets™ around kid-friendly recipes, budget meals, and quick & easy dinner ideas; engaging consumers seeking easy recipes with the brand's message in new environments.

RESULTS

Our proprietary technology revealed that consumer interest in one-dish recipes increased 1.6X mid-week. Optimizing towards this content trend, we delivered 0.12% CTR, exceeding the client's 0.10% CTR benchmark by 20%.



20%
EXCEEDED
CLIENT'S CTR
BENCHMARK

1.6X
INCREASED
CONSUMPTION FOR RECIPE
CONTENT MID-WEEK

GLUTEN-FREE CASE STUDY EFFICIENTLY ACHIEVING BRAND LIFT THROUGH HEALTHY LIFESTYLE CONTENT



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OBJECTIVE

Major food company wanted to increase awareness and purchase intent of their gluten-free cereals.

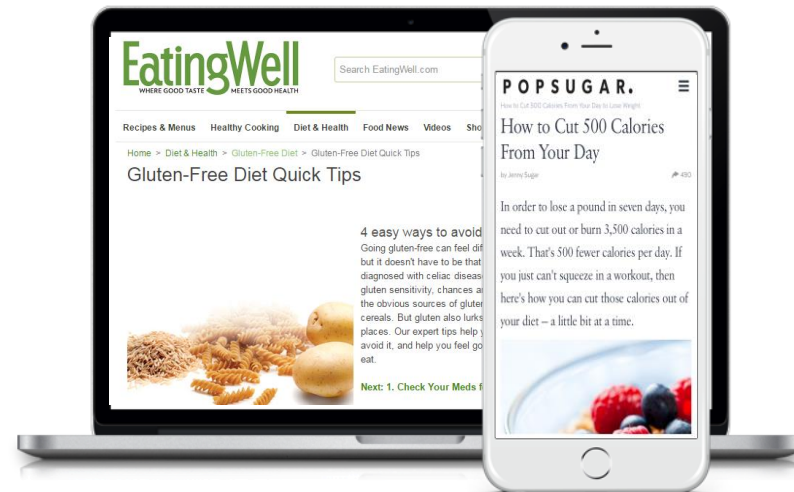
STRATEGY

Using ideal pages, our proprietary platform discovered consumers looking for healthy breakfast choices who were also in the mindset of trying gluten-free alternatives.

Our team created custom Content Targets™ around healthy breakfast ideas, living a gluten-free lifestyle, and celiac disease content – accurately identifying receptive consumers and placing the brand's message where it resonated best.

RESULTS

Performed in the Top Third for both Purchase Intent and Awareness questions in a Nielsen DBE study, which was the client's primary KPI. We achieved an overall Brand Lift of 25.3% for the CPG brand.



TOP THIRD
PERFORMER
NIELSEN DBE STUDY

25.3%
BRAND LIFT
ACHIEVED OVERALL

WOMEN'S ANTIPERSPIRANT CASE STUDY

PROMOTING ANTIPERSPIRANT BY ALIGNING WITH SWEATY SITUATIONS



SPECTRUM
MEDIA SERVICES

OBJECTIVE

Multinational consumer goods company wanted to increase awareness of its clinical-strength antiperspirant for women.

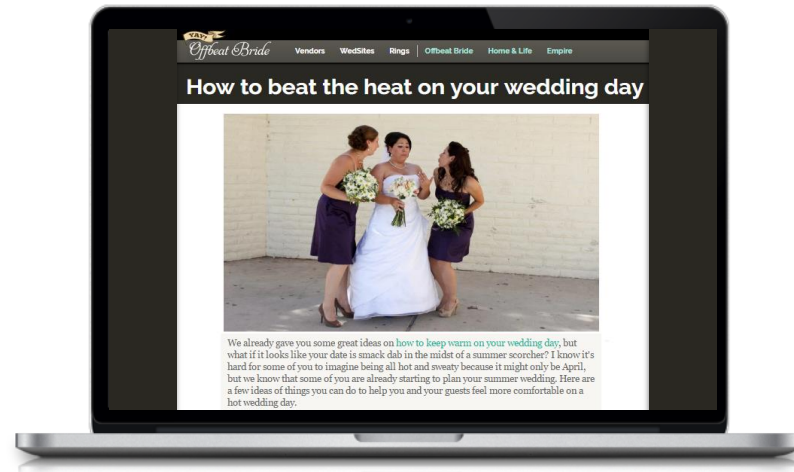
STRATEGY

Starting with relevant pages, we used our proprietary platform to find women reading about stressful/sweaty situations, where they'd be receptive to an ad for a stronger, clinical-strength deodorant.

We created custom Content Targets™ around fitness apps/gadgets, work/life balance, and women's lifestyle changes like weddings and pregnancy; connecting the brand's message with ideal audiences at the right moments.

RESULTS

Our team optimized towards content that resonated best and exceed client benchmarks without breaking a sweat. Achieved a 72% VCR and an average 0.14% CTR for display; beating the client's 0.08% benchmark by 75%, resulting in repeat business.



.08%
CTR
BENCHMARK

.14%
CTR
DELIVERED

75%
EXCEEDED
BENCHMARK