



SPECTRUM
MEDIA SERVICES

B2B CASE STUDIES

- Cellular Rollover Data Plan for Small Businesses
- Enterprise Mobile Security



CELLULAR ROLLOVER DATA PLAN CASE STUDY ACHIEVING FAVORABLE BRAND LIFT FOR SMALL BUSINESS SOLUTIONS



SPECTRUM
MEDIA SERVICES

OBJECTIVE

Major cellular carrier sought to increase awareness of their rollover data plan for small businesses.

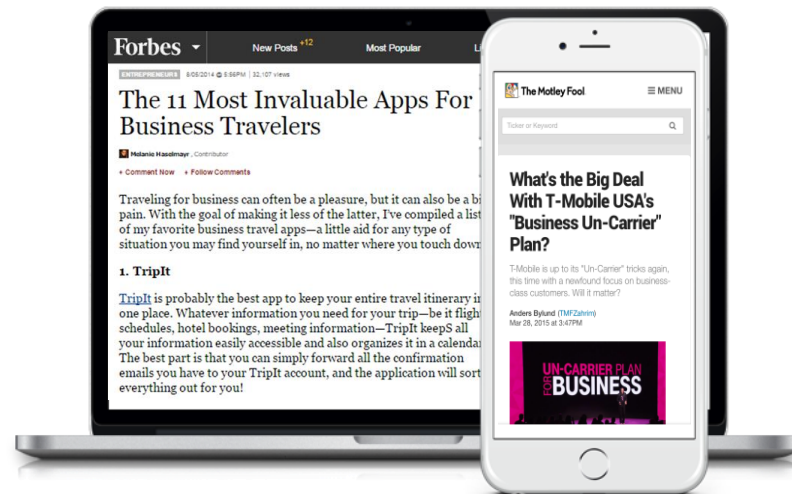
STRATEGY

Starting with ideal pages, our proprietary platform discovered highly-relevant content to reach small business decision makers searching for wireless offerings.

We built custom Content Targets™ around: (1) “Client’s Brand & Competitive Conquest” (2) “Business Commuting & Traveling” (3) “Mobile Tech” (4) “Entrepreneurship” and (5) “Networking & Collaboration.” We tested and optimized towards content that resonated best, engaging ideal buyers with the brand’s message.

RESULTS

Generated favorable brand lift, double that of other media exposure, according to an independent Nielsen DBE study. Through our rapid test-and-learn approach, we found that people reading “Business Commuting & Traveling” content drove 19% brand lift; higher than all other targeted topics.



19%

BRAND LIFT FROM
“BUSINESS COMMUTING &
TRAVELING” CONTENT

13.4%

BRAND LIFT FROM
“BRAND & COMPETITIVE
CONQUEST” CONTENT

ENTERPRISE MOBILE SECURITY CASE STUDY TOP PERFORMER FOR BRAND LIFT BY OPTIMIZING THROUGH RELEVANT PAGES & SITES



OBJECTIVE

Multinational consumer electronics manufacturer wanted to boost awareness of its mobile enterprise security solutions.

STRATEGY

We created custom Content Targets™ around cross-vertical IT trends, with an additional focus on healthcare, financial services, and government industries.

We learned which pages and sites resonated best with likely enterprise buyers and placed the client's message at the right moments.

RESULTS

Performed in the Top Third for the Awareness question in Nielsen's DBE study, which was the primary KPI. We achieved an overall Brand Lift of 46%, and drove up to 87% Brand Lift on content about healthcare IT.



46%
BRAND LIFT
ACHIEVED OVERALL

87%
BRAND LIFT ON
"HEALTHCARE IT" CONTENT