



SPECTRUM
MEDIA SERVICES

RETAIL CASE STUDIES

- Consumer Electronics Retailer
- Fashion Retailer: Activewear
- Fashion Retailer: Menswear
- Fashion Retailer: Sneakers

CONSUMER ELECTRONICS RETAILER CASE STUDY SURPASSING E-CIRCULAR BENCHMARKS THROUGH CONTENT INFORMED TARGETING



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OBJECTIVE

Consumer electronics retail store wanted to drive consideration and purchase intent of weekly products and deals featured on their digital circular.

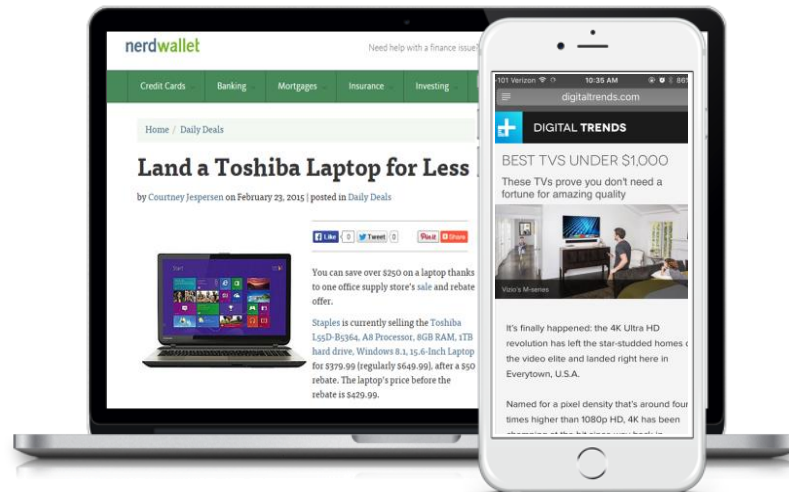
STRATEGY

We explored content environments frequented by people in the deal seeker mindset and used our proprietary platform to identify ideal pages and sites to reach consumers searching for electronics.

Our team developed custom Content Targets™ to align with specific products and deals featured in the advertiser's weekly creative. We then optimized each week depending on what was on sale; engaging new audiences with the brand's message at the right moments.

RESULTS

Through optimization, we drove up to a 1.01% CTR on mobile apps that resonated best with electronics deal seekers. Overall, we exceeded the client's 0.40% CTR benchmark by 13% and were rewarded with substantial campaign renewals.



1.01%
CTR ON MOBILE APPS
RELEVANT TO ELECTRONICS
DEAL SEEKERS

FASHION RETAILER: ACTIVEWEAR CASE STUDY

USING MODERN FASHION LIFESTYLE CONTENT TO DRIVE ACTIVEWEAR SALES



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OBJECTIVE

American clothing retailer wanted to drive traffic to their activewear sales event.

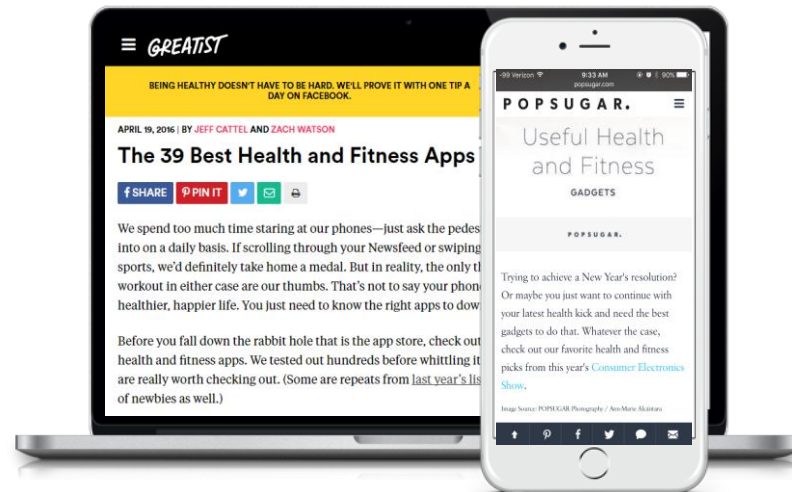
STRATEGY

We started with ideal pages to reach audiences who live a modern, fashionable lifestyle; which includes fitness, travel, and technology.

Our custom Content Targets™ included: (1) “Getting in Shape for Summer” (2) “Healthy Eating” (3) “Outdoor Activities & Summer Getaways” (4) “Fitness Apps & Gadgets” and (5) “Activewear Brand & Conquest.” This custom strategy allowed us to connect an active and fashionable audience with the retailer’s message at the right moment.

RESULTS

We optimized towards content consumption trends which provided insights to inform our targeting strategy. We achieved the retailer’s 0.11% CTR benchmark, driving up to 0.29% CTR on content that resonated best with audiences looking for fashionable activewear.



0.29%
AVERAGE CTR
DELIVERED ON “FITNESS
APPS & GADGETS”

FASHION RETAILER: MENSWEAR CASE STUDY

MEN'S LIFESTYLE CONTENT DELIVERS HUGE ENGAGEMENT FOR MAJOR DEPARTMENT STORE



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OBJECTIVE

Major department store sought to increase awareness of their suit collections for men.

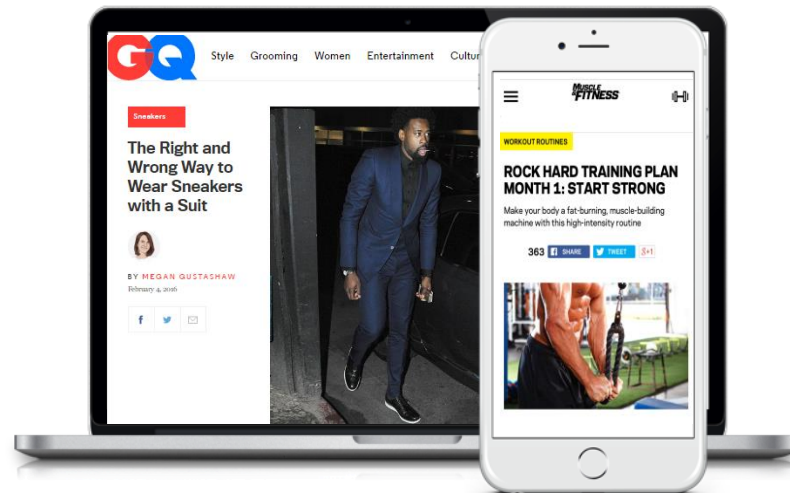
STRATEGY

Starting with relevant articles and using our proprietary platform, we discovered ideal pages and sites to reach people who were likely interested in contemporary menswear and suits.

We created custom Content Targets™ around: men's tailored fashion, street style, health, fitness, and current business news. We tested and optimized towards content that resonated best; engaging fashion-forward males with the brand's message at the right moments.

RESULTS

Through optimization, we achieved an overall 0.47% CTR across desktop, mobile display, and apps; beating the client's 0.17% CTR benchmark by 1.76X.



0.17%
CTR
CLIENT
BENCHMARK

0.47%
CTR
SPECTRUM
DELIVERED

1.76X
EXCEEDED
CLIENT
BENCHMARK

FASHION RETAILER: SNEAKERS CASE STUDY

ENGAGING FOOTWEAR BUYERS THROUGH RELEVANT CONTENT & AUDIENCES



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OBJECTIVE

A major footwear manufacturer wanted to drive brand awareness and demand for their spring sneaker collection.

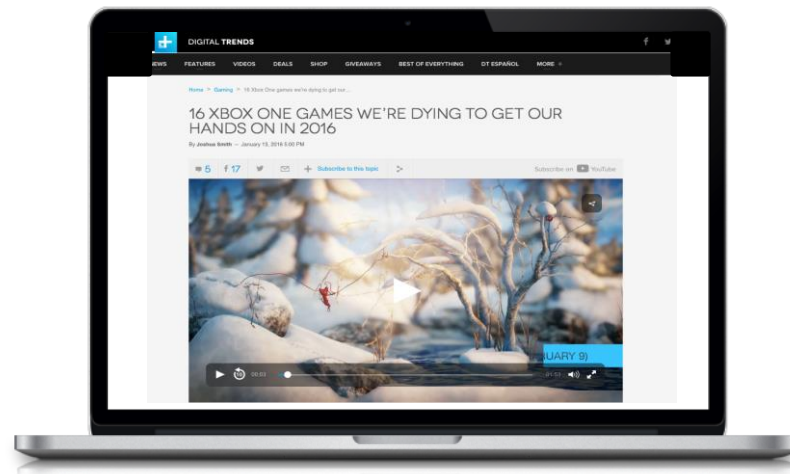
STRATEGY

We began with relevant articles and used our proprietary technology to discover ideal pages, sites, and pre-roll videos to connect with an active & creative young male audience.

Our custom Content Targets™ were around: gaming, skating, snowboarding, street art, and punk/hip-hop music. By understanding which content resonated best, the team optimized towards top performing placements and delivered the brand's message at the right moments.

RESULTS

Exceeded the client's KPIs, achieving a 0.16% CTR and 67.55% VCR, beating benchmarks by 34%-35%.



34%
EXCEEDED
CLIENT'S CTR
BENCHMARK

35%
EXCEEDED
CLIENT'S VCR
BENCHMARK