MRI | SIMMONS

Media Industry

Client
Media Conglomerate

Challenge
Minimize waste and maximize unique reach against a precise consumer target, across linear television, addressable and digital, to drive KPIs for a major QSR brand.

Solution
Activated an MRI-Simmons audience consistently across linear, addressable and digital inventory to minimize waste and maximize return for the advertiser.

Results
The audience-based buy powered by MRI-Simmons data helped the media conglomerate's QSR customer achieve 7x lift in incremental store visitation and other efficiences that far exceeded demo-based buys.

Case Study:

Leveraging Advanced Data Strategies in a Fragmented Media Landscape

The fragmentation of media continues to increase the complexities involved in delivering effective campaigns against a single audience, especially when the audience definition goes beyond demos. This has required programmers to reconcile several different data sources to effectively reach a specific consumer cohort across the fragmented landscape. A large media client solved this challenge for its advertisers by converging its media properties and leaning into an advanced data strategy that focused on audience-based buys as opposed to demo-based buys.

Solution Application

A national QSR brand wanted to drive store visitation lift through targeted media. Leveraging MRI-Simmons' trusted, nationally-representative dataset, the media client was able to identify the advertiser's target audience across all of its media channels, and optimized the advertiser's campaign to drive ad spend efficiency.

Results

The MRI-Simmons audience-based campaign outperformed a demo-based buy when measured for performance:

- ✓ **7x lift** in incremental visits (compared to a demo-based buy)
- ✓ **13% savings** in cost-per-visit
- ✓ **87% more efficient** in cost-per-incremental visit
- ✓ **24% reach lift** from 1:1 environments

More granular analysis revealed that one-to-many optimization of national linear was 7–8x more effective than a demo-based linear buy, while connected TV was shown to be 6x more effective when using the same MRI-Simmons audience data rather than using demo proxy.