



# Enabling precision targeting for broadcast ad sales

## CHALLENGE

Across the industry, advertisers are shifting their attention and budgets to digital, where ads are typically sold based on audience data.

A major US broadcast network needed to better identify and iterate on custom target audiences for their advertiser pitches. This introduced data of tremendous scale and complexity, including first- and third-party behavioral data, demographic data, questionnaires, and more. The sales team had no way to work with the data directly and relied on the research team when responding to briefs. This back-and-forth created severe bottlenecks in the sales process.

## SOLUTION

### Comprehensive overview of audience segments

With viewership and third-party audience behavior data, the data asset contains over 80,000 raw segments.

### Intuitive interface for ad sales

The non-technical ad sales team uses Foundry's intuitive search and filtering to independently create granular target audiences.

From there, a machine learning-powered recommendation engine suggests related segments to enhance the target audience and make it more attractive to advertisers. All new segments created by the sales team are integrated back into the data asset.

## IMPACT

- Ad sales generates incremental revenue from existing clients – they are identifying target audiences across underperforming programs and packaging channels into new, high-value ad products.
- The team iterates on data-rich, tailor made pitches in minutes. As a result, they deliver 8x more pitches involving precise segments – 80 pitches delivered this year by the same team that delivered 10-20 pitches in previous years.
- Precision audience targeting allows the network to sell undervalued inventory at a premium rate.