



Acquiring and retaining OTT customers

CHALLENGE

A leading national broadcast network launched its own OTT platform to stay competitive with new digital entrants, but venturing into new territory presented new challenges.

The digital customer journey generates a massive amount of data: clickstreams, payments, subscriptions, viewership, and more. But the systems that capture this data were siloed and data quality was inconsistent. Without a holistic view of its customers, the network struggled to answer questions related to marketing ROI and customer lifetime value.

SOLUTION

After integrating subscriber data, demographics, website interactions, CRM, and payment data into Foundry, the network created a holistic view of all subscribers and their interactions. Now, both technical and non-technical teams drive critical business workflows such as:

Cohort creation for targeted campaigns

By creating cohorts quickly and integrating them with Salesforce, the network can continuously A/B test new customer acquisition strategies.

Reliable CLV metrics

The network instantaneously calculates the expected revenue for each customer segment.

Customer lifecycle tracking

Whether it is tracking marketing channels or product improvements, the network now understands how their actions impact the customer journey through their platform.

IMPACT

- In one key campaign, engagement of the target group increased by 300%.
- The network launched 5x more campaigns over the same period.
- Decisions on how to allocate marketing budgets are now fully data-driven, maximizing revenue and ROI.



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.



Realigning ad sales around data-driven KPIs

CHALLENGE

The marketplace for TV ad sales inventory is finite, so maximizing the potential of the inventory became a top priority for a major US broadcast network.

To achieve its goal, the network wanted to align its entire ad sales organization – from leadership to account executives – around new revenue KPIs. Historically, advertising deal renewals were based solely on the previous year's spend rather than an understanding of competitive spend. This meant that account executives were not pitching deals with holistic context. In addition, leadership was struggling to test and deploy strategies to grow non-traditional digital revenue over more traditional revenue streams.

SOLUTION

Accurate view of share of wallet

After consolidating disparate data sources, including competitive intelligence data, into a single ad sales data foundation, the network created an accurate view of their share of wallet with advertisers.

Focus on revenue quality

The network implemented a new multi-dimensional metric for deal quality, allowing account executives to prioritize advertisers based on concrete opportunities to increase spend.

Rapid hypotheses testing for new strategies

Foundry gave ad sales leadership and analytics teams the tools to test hypotheses on real data. Now, the organization quickly designs actionable strategies, such as shifting a specific advertiser's spend to digital.

IMPACT

- Ad sales transformed from a qualitative, relationship-driven business into a data-driven organization fueled by strategic KPIs.
- The entire organization has a 24 / 7 view of advertisers, account portfolios, and the overall business – allowing them to track performance against their KPIs.
- The network shifted specific advertisers' spend to digital while generating incremental revenue by retaining traditional TV inventory for new advertisers.