

videoamp

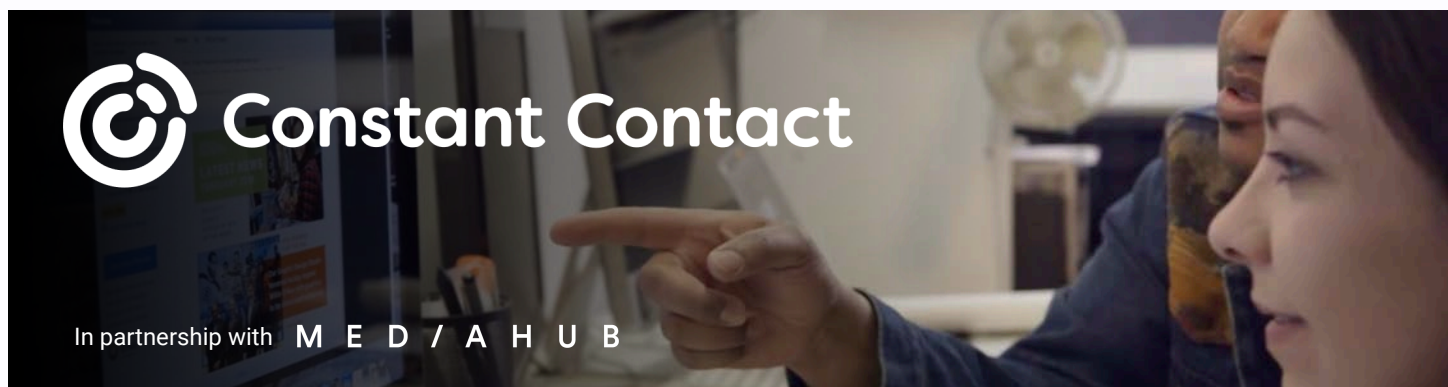
Constant Contact

CASE STUDY

Constant Contact Proves You Can Engage With Customers on Every Device, Stress Free



The Setup



Constant Contact understands that each industry has its own unique audience and means of engaging with customers, so when they sought to highlight their marketing platform’s capabilities, they knew their creative and messaging strategy had to match. From holistic wellness enthusiasts to landscaping artists, their video creatives showcased tailored messaging and customer objectives.

To further their strategy, Constant Contact and their agency of record, Mediahub, partnered with VideoAmp to deploy creatives using advanced targeting tactics to optimize to successful outcomes.

Constant Contact leveraged VideoAmp’s commingled TV viewership data to target Advanced Audiences across a myriad of tentpole events – from major sporting events to entertainment award shows to national holidays – to increase awareness, engagement and drive incremental reach on digital.

VideoAmp provided comprehensive reports inclusive of weekly granular insights down to placement level VCR, in-flight optimization tactics, reach and frequency reporting, and more to steer future campaigns in the right direction. Constant Contact was ultimately able to achieve their goals of driving brand awareness with 13% increased incremental reach, while decreasing cost per reach by 10.2%.

“We partnered with VideoAmp to scale our linear TV initiatives with digital and connect with our audience through intentional brand messaging at the right frequency. The data-driven actionable insights we received helped us uncover new audiences and drive incremental reach and savings.”

Sarah Morgan,
VP, Associate Media Director
Mediahub Global



The Campaign

Goals

Boost awareness of platform offerings using custom creatives and targeting strategies.

Increase incremental reach and exceed KPIs across audiences and devices.

Align unique messaging with tentpole events to maximize engagement and performance across campaigns.

Approach

Create advanced audience segments that combine TV exposure data with digital datasets to identify new, enhanced audiences.

Optimize campaign engagement by targeting advanced audiences in alignment with major tentpole events, suppressing those who already saw the brand's ads on linear, to drive incremental reach on digital.

Deliver weekly granular reporting insights down to placement level VCR, in-flight optimization tactics, reach and frequency reports, and more to steer future campaigns in the right direction.

Results

13%

Increase in Incremental Reach

10%

Increase in Cost Per Reach Savings

93%

Video Completion Rate