



A Harte Hanks Company

30-Day Challenge: Media Mix Adjustment to Profitably Hit Revenue Goals



Client

An enterprise-level B2B company providing financial services and payment solutions.

Challenge

The client was behind Q1 revenue projections at the beginning of March 2015. They tasked us with reallocating spend from TV, a formerly high-performing channel that had delivered poor results in January and February 2015, to make up ground in the last 30 days of the quarter.

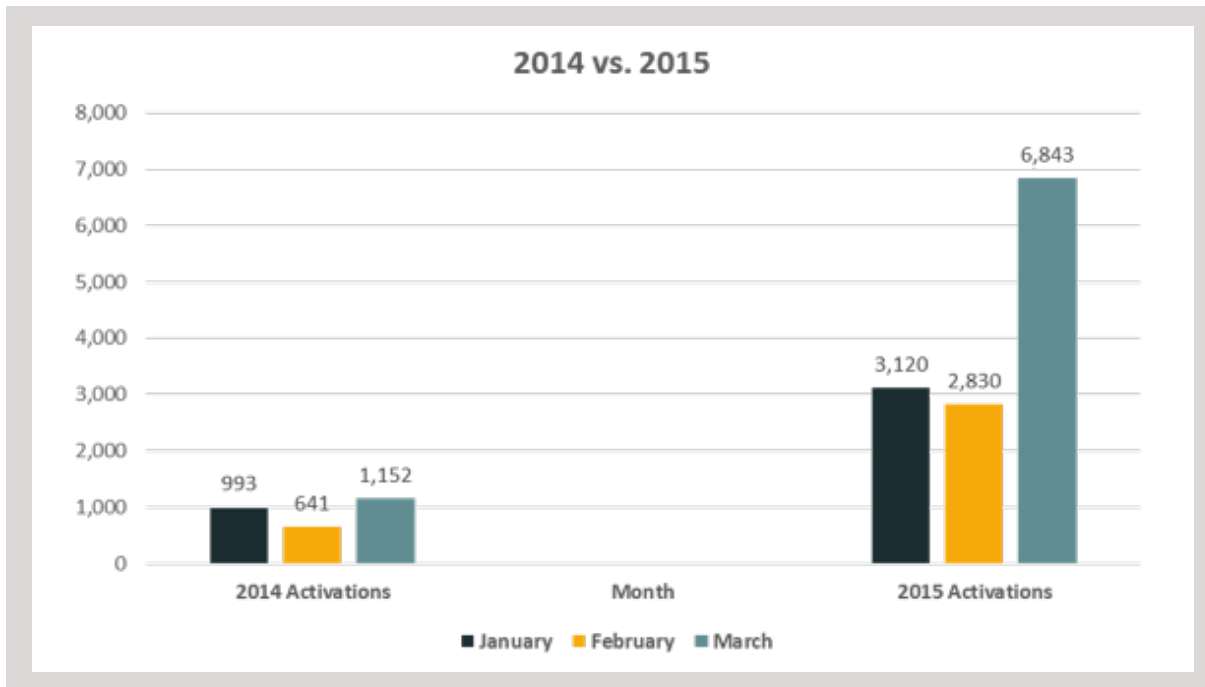
Solution

We designed a cross-channel plan focused on growth in high-ROI drivers. This included scaling investment in non-brand search and the Google Display Network and expanding reach and targeting by using Facebook advertising. Factoring heavily into this mix was an emphasis on increasing mobile engagement in all channels.



Results

We delivered growth of almost 300% across the Google Display Network, non-brand search and Facebook while maintaining a positive ROI. This approach helped the client exceed quarterly goals by 14% and delivered 20% growth year over year.



Year-over-year Facebook growth

Brand lift was not a primary goal, but as a result of our reallocated spend, and despite TV ads being turned off for March, we achieved a 12% increase in exact brand searches from February to March 2015.





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