



Valassis Digital's proprietary methodology drove strong brand lift for the Telecom Provider.

### Brand Lift

+213.2%

Brand lift was well above the 13.6% average for telecom awareness campaigns.

### VCR

63%

Video completion rate was in line with the industry benchmark of 63.5%.

### Viewability

75%

Viewability surpassed the 56% benchmark.

### OBJECTIVE:

Drive awareness of a Leading Telecom Provider's promotional offers geared towards new movers, ultimately increasing sign-ups.

### SOLUTION:

Valassis Digital used Valassis Apio™, a proprietary methodology that provides enhanced targeting to identify and reach consumers with relevant messaging.

Valassis Apio used traditional offline targeting tactics in addition to the telecom provider's propriety data to reach the audience in high-indexing ATZs with pre-roll video and display. We then used device homing, cross-device matching, and device following capabilities to deliver display ads to consumers at home or away.

All media was targeted towards customers who were planning a move, focusing on established Millennials and families with kids.

A Nielsen Brand Lift study was used to measure an increase in awareness as a result of the campaign.

### RESULTS:

Through Valassis Apio's enhanced targeting, Valassis Digital was able to drive significant brand lift of the Telecom Provider with far greater efficiency.

Harnessing our geo-segmentation expertise and mobile-first data connections, we locate the target audience, right down to their precise neighborhoods & devices. This approach reliably aligned consumers to their "home" location and delivered cohesive messaging for optimal exposure and influence anywhere.