

Cross-Platform Marketing

Client: A California-based dental device company that was seeing fast growth of an **innovative type** of orthodontic treatment.

A medical device company introducing a new product via television needed to stretch its advertising budgets and drive more consumer responses. The company was prepared to use digital media for the first time to supplement and extend the impact of its media dollars. The goal was to ramp up the program in the second year by utilizing the prior year's results to boost budgets and support an optimal metrics model that would include cost per unique visitor and cost per qualified response.

Think

- Establish the effectiveness of digital media and demonstrate how an integrated campaign can attract cost-effective, unique Web site visitors and qualified responses.
- Implement a measurement program to provide actionable insight for making media budget changes as warranted in second year of campaign.

Plan

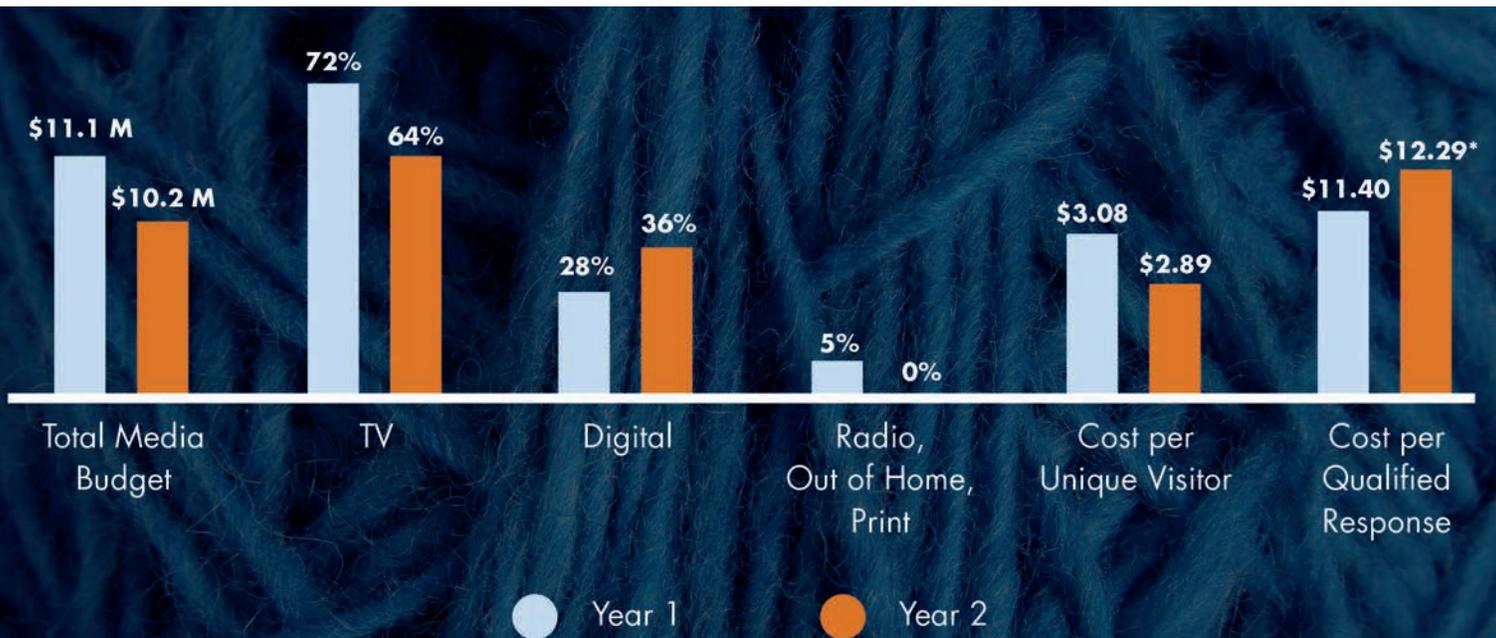
- Use search, display, mobile, and social media through programmatic channels and directly through publishers.
- Use digital media platforms and channels with the highest consumption habits for the target audience.
- Continuously optimize throughout the program to take advantage of highest-performing platforms, channels, and audience targets.

Do

- Implement a creative strategy consisting of 30-second spots in both InPage (rich-media execution featuring video) and inStream (video ad with video content in a player) to extend investment of TV assets.
- Purchase banner ads featuring various product benefits and comparisons with alternative solutions.
- Focus on producing creative executions that get designed to drive response, with strong and clearly defined calls to action.

Impact

- In year 1, the cross-platform program proved highly successful in achieving brand awareness, complementing and extending the TV campaign, and driving cost-effective, qualified responses.
- In year 2, due to the proven effectiveness of digital media, the client became able to reduce total media budget by 8%.
- Cost per unique visitor decreased by 6%.



*Client achieved significant improvement in quality of leads, with only a nominal increase in cost per qualified response.



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