

LOTAME CASE STUDY

DATA MANAGEMENT PLATFORM | Collect Anywhere. Use Everywhere.

WRAL Offers Advertisers Precise Insights with Broad Reach

CLIENT CHALLENGE



WRAL.com, a Raleigh, North-Carolina-based media company owned by Capitol Broadcasting reaching 4.5 million monthly uniques, was selected by a national internet and cable service company looking to run a display advertising campaign. The advertiser's goal was to reach new internet and/or cable customers and to gain insights about the market. WRAL.com worked with the advertiser to identify six target audience groups within 12 specific zip codes that were most likely to be in-market for internet and cable service. In addition to targeting various audience groups, the client also wanted to run an A/B test on two creatives, to see if one resonated stronger in the market.

ENGAGEMENT
(MEASURED BY CLICKS
AND VIEWS)

SEASONAL
CALL VOLUME

Lotame's DMP has been a real game changer. We are now able to leverage the power of WRAL.com to deliver truly unique and customizable audiences for our clients. Our local knowledge, combined with Lotame's national reach, are an unmatched combination in this market.

CHRIS WEATHERLY
Digital Sales Manager, WRAL.com

LOTAME SOLUTION



AUDIENCE INSIGHTS

Collected campaign engagement data, including intent, demographics and interests of audience



AUDIENCE TARGETING

Built custom audiences to match the client's targeting requirements

REAL RESULTS

- ✓ WRAL.com optimized the campaign and provided unique insights about who was engaging with the ads
- ✓ The advertiser did not experience their usual seasonal drop in call volume during the campaign
- ✓ Advertiser was impressed with the audience insights provided and signed on for additional campaigns for the remainder of the year

Want similar results for your business? Get in touch!
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