From Catalog Marketing to Digital Marketing

Leveraging MediaMath's TerminalOne Marketing Operating System™.

This well recognized brand had first established their business over a century ago, beginning as a mail-order catalog driven company. Today, they are a nationwide merchant specializing in outdoor gear and apparel, selling merchandise via catalog, online and in-store.

"MediaMath offers technology in a platform that allows us to take what we've been good at historically, data driven direct to consumer marketing, and do it in the digital world. We can not only target our existing customers better, but build lookalike models to target people who look like our existing customers."

— **Client Testimonial**

Challenges & Goals

The client first began their journey to programmatic in 2013 with the main goal of gaining ownership and control of their own data to better address their audiences online. They essentially wanted to translate the same level of targeted reach and penetration they saw from their catalog business and achieve that in the digital space.

With the overarching goal of having better control over their data, the client's top priorities were to:

• Find new customers (i.e., prospecting)
• Address a younger audience (i.e., below the age of 55)
• Activate their proprietary data to drive as effective ROI as possible

Being new to the programmatic and ad technology space, the client was looking for a partner with a strong service arm that was willing to take the time to understand their business. Addressing those needs, the client chose MediaMath, seeing them as a company they could grow their business alongside.

Solution

With a team dedicated to their business, the client launched their first campaign with MediaMath in October 2013. Leveraging the TerminalOne Marketing Operating System, the client has been able to apply the principles of marketing science across the customer journey and across channels.

From data management to media execution, along with strong service and support, MediaMath has helped to reengineer their marketing practice in multiple ways:

ACTIVATE DATA

With the goal of better targeting their audiences online, MediaMath works with the client to leverage their catalog insights to inform their online campaigns. And with MediaMath's

data management solution, the client is able to onboard their data, allowing MediaMath to then slice that data hundreds of different ways.

For example, taking consumers who previously purchased, whether it was through online, catalog, in-store, or by phone, and then creating different segments – slicing by age (e.g., anti-targeting consumers over 55), by high value customers, by peak season buyers, etc.

For prospecting efforts specifically, MediaMath's Analytics team works with the client to build Lookalike Models, modeling 1st party data to create segments to find new, young buyers who "look like" current customers.

Taking these custom segments, and using TerminalOne, the client can then find their audiences in media.

MEDIA EXECUTION

With a seamless workflow across RTB and programmatic premium channels, the client started in display, but then quickly expanded into other channels, always optimizing their campaigns directly back to ROI goals.

Video: Leveraging their TV creative that runs during peak seasonal selling periods, the client uses digital video to further extend brand awareness. Then, in further moving consumers down the purchase funnel, users who show engagement with their video ads are targeted with displays ads, driving their direct response performance.

Mobile: While the client does not have a mobile app, running on tablets has shown to drive performance and is included as part of their typical campaign setup.

And expanding on their mobile efforts, the client recently tested with Apple iAd through MediaMath, with the goal of driving clicks, video views and mobile site visits from Apple in-app inventory on both iPhones and iPads, running high-impact and full page ad units.

Private Marketplace: With a focus on prospecting, the client commits a bulk of their budget toward Private Marketplace deals, onboarding their direct deals and testing new sites/publishers, making sure they're scaling and driving a strong ROI.

By onboarding their direct deals into TerminalOne, the client benefits from being able to leverage their 1st party data, driving greater efficiencies by only targeting those audiences they want and to better understand what's working, and the associated value.

On behalf of the client, MediaMath's Publisher Solutions Team also works to secure higher priority deals, get more premium placements, and test higher impact units. The team sources deals on behalf of the client, testing one exchange versus another, and providing a list of recommended publishers.

ENABLEMENT

Part of MediaMath's promise to the client to reengineer their marketing is in the extensive training and support provided. This includes:

• A dedicated Platform Solutions team that manages all campaigns, working with the client on a regular basis to optimize strategies
• Consultative services provided by MediaMath's Programmatic Strategy & Optimization (PSO) team
• Analytics services, providing custom views and automating custom reports

- Platform Integrations, aiding in data onboarding and 1st party data mapping to create custom segments for remarketing
- Training through the New Marketing Institute (NMI) on the digital advertising space and the TerminalOne platform

Success

While the client's goals and priorities have remained the same, since working with MediaMath, they have advanced their marketing practices to drive transformative results – rethinking their organizational structure to how they measure success.

- Connecting offline to online to leverage data insights across the business
- Embracing the 'test and learn' approach to understand what drives greater efficiencies
- Measuring the exact impact of their marketing dollars and understanding what's actually driving the most success

In becoming a modern marketer, the client has fully realized the potential programmatic has to accelerate their digital business. They are turning data into insight, and transforming the customer experience with that insight; they have fully adopted the internal culture and processes to do so – they are reading and reacting, and making changes in real-time to deliver better results in every aspect of their digital marketing today, and into the future. They are a marketing visionary.

CAMPAIGN CASE STUDY

The client's primary objective was to optimize campaigns towards ROI during the peak December holiday shopping season. With MediaMath's TerminalOne, the client exceeded ROI goals across all three campaign strategy types (1st party targeting, prospecting, and remarketing), with remarketing being 134.6% above goal.

11.6% ABOVE GOAL

15.4% ABOVE GOAL

134.6% ABOVE GOAL

| 1st Party Targeting | Prospecting | Remarketing |

Strategy Type