JWX Ranked #1 for Purchase Data Results in Mediacom-Mars CPG Campaign

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JWX Ranked #1 for Purchase Data Results in Mediacom-Mars CPG Campaign 3:02

commissioned by Mediacom-

Mediacom-Mars worked with

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purpose of this study was to analyze offline sales, as determined by conversions (purchases), as well as the gROAS (gross return on ad spend).

The Challenge

M&M's Minis had produced three commercials and wanted to set up three contextually relevant campaigns to complement the commercials. The challenge for this campaign was to utilize NCS Purchase Data Metrics (NCS) to optimize the campaign toward total sales metrics while abiding by brand safety mandates, all while meeting reach/efficiency goals. The campaign goal was to reach viewability over 70%, and a brand safety pass rate 92% and above.

The Solution

To achieve the #1 best performing purchase data results, Mediacom worked side-by-side with JW Player's Ad Demand team to create client-specific deals. All deals were curated around specific themes that aligned with the commercials. JW Player applied fixed pricing across all PMPs to lock in rates. JW Player Pre-Bid real time Viewability and GumGum Brand Safety was applied on the Publisher end to add additional cost savings for the customer.

JW Player deals drove higher Total Sales PDM metrics than all other PMP partners as well as Open Exchange inventory. All Brand Safety metrics were above benchmark and CPMs allowed for reach goals to be hit.

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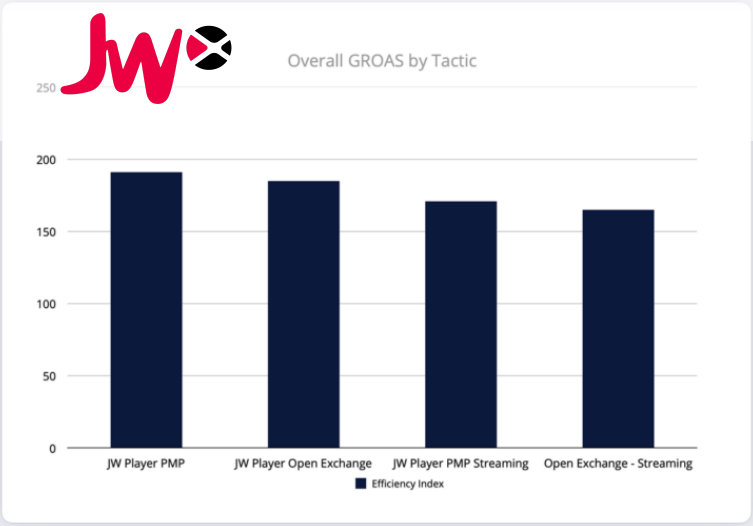

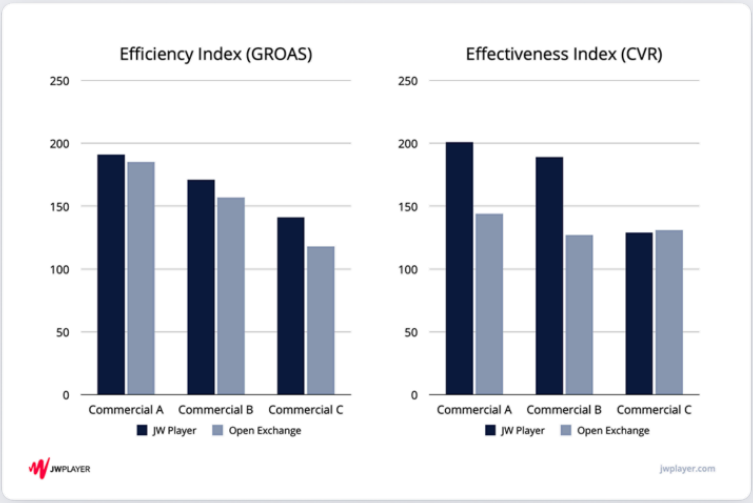

94%

Brand Safety Performance

80%

Viewability (75% ...nark)

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Contact Us

Kristin Lindsey-Cook

As Director of Product Marketing, Kristin brings over 20 years of experience in driving strategic marketing initiatives across B2B SaaS and media industries. With a passion for aligning product value with customer needs, she thrives on creating impactful strategies that deliver measurable results and help brands grow.

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