



**Helped Ad Council
understand campaign
effectiveness using media
mix modelling**



Customer



Ad Council is one of the world's largest public service advertisement companies that produces and distributes social awareness campaigns to improve peoples' everyday lives.



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USEReady has been a valued partner of The Ad Council since 2016. Through our work with them, we've successfully added Snowflake to our ecosystem, utilized Alteryx as a workflow tool to execute proprietary media mix model solution and launched Tableau as our go-to data visualization platform. We look forward to the capabilities in data and insights which USEReady can help us continue to achieve moving forward.

Anne Deo

Senior Vice President, The Ad Council



Business Objective

Launch a campaign to assist young adults move a step closer to a better quality of life.

As per a recent study - more than 34 million adults aged 18+ do not have a high school diploma. The study further shows that students who drop out of high school tend to earn less, have a lower quality of life, and as many as 30% of adults who don't possess a high school credential have household incomes that's are below the federal poverty line.

Looking to empower and encourage these adults, Ad Council decided to run a campaign for adults aged between 25 – 35 years.

The campaign would promote awareness about this issue, provide all relevant information and assist individuals to successfully locate the closest free adult education class within their area - getting them a step closer to earning their High School Equivalency (HSE) certificate or High School Equivalency Diploma.



Lack of insights and analytical models to accurately measure and fully understand the campaign effectiveness.

Challenges Faced

Running an effective campaign required that Ad Council's campaign team to be armed with the models, workflows, measurements, and technical-know to gain the necessary insights and visibility for each media channel (in relation to the effectiveness of a campaign and specific marketing tactics).

This team needed assistance to architect and build and effectively implement a Media Mix Model. The Media Mix Modeling (MMM) uses statistical analysis to estimate the impact of media on a core business outcome KPI. This model (solution) would help the campaign team understand and quantify how donated ad placements in each media channel contributed to campaign impact.



Solution

Technologies Used



Solution

Data Integration, preparation and analytical modelling

- USEReady consolidated all the campaign data (from all the sources) into Snowflake using Matillion as the ETL tool
- This data was transformed for analytical consumption using Alteryx.
- Built advanced regression models in Alteryx to better understand media and campaign KPIs

Media-mix model tailor-made for customer's requirements

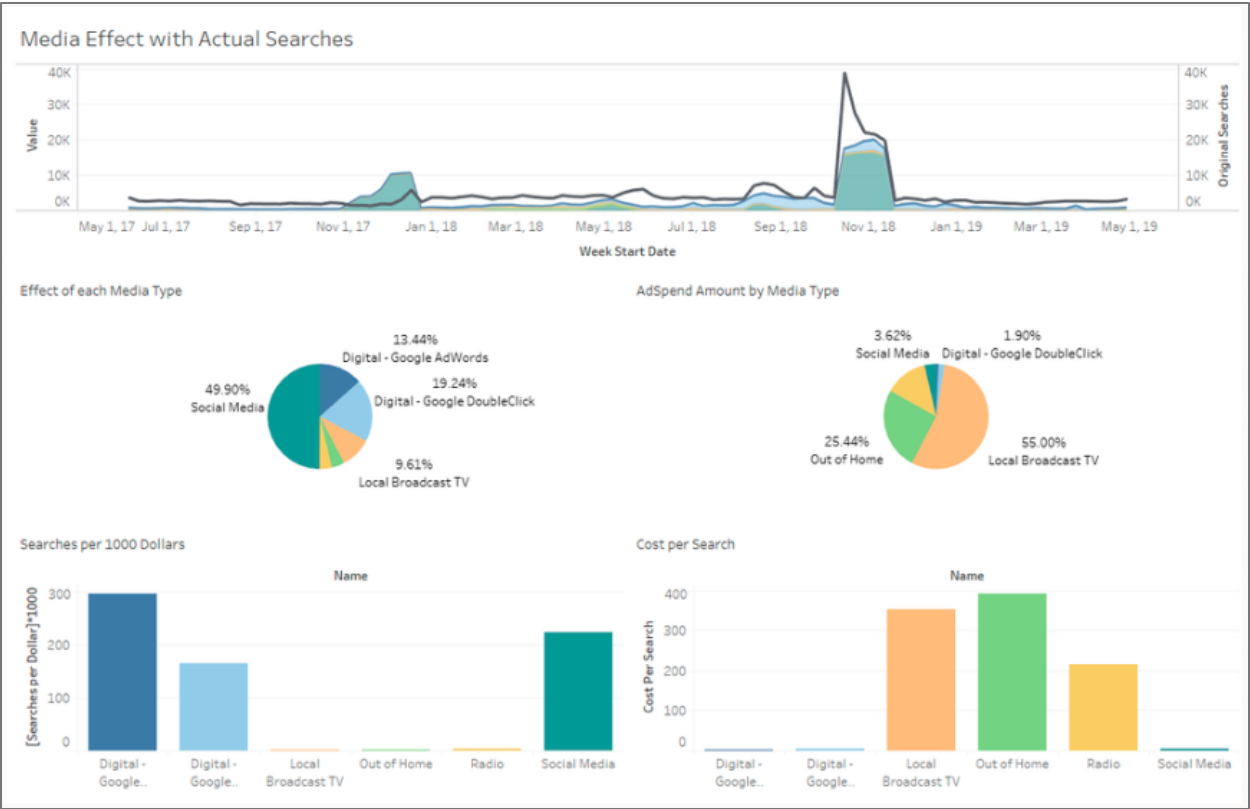
- Understand and quantify how donated ad placements in each media channel contributed to campaign impact
- Provide high-level insights on the effectiveness of specific marketing tactics over a period - from which marketers can optimize to maximize their business outcome
- Evaluate contributions from a wide range of channels (both traditional and digital), as well as external influencers such as seasonality, economic factors, promotions, etc.
- Model considered external factors like - Consumer confidence index, Unemployment rate, US Ad spend



Solution

Delivered key campaign insights using Tableau

Successfully building Tableau Dashboard – assisting the campaign team to accurately assess ROI of each media variable.



[View Dashboard](#)





Impact and Outcomes

- With the statistical model in place, Ad Council was empowered with visibility into what media is best suited for a campaign – with their team able to effectively restructure their efforts and gain the maximum value from their campaigns.
- With the solution proving to be highly successful – Ad Council further ensured that future campaigns were bolstered and supported by the Media Mix Modelling developed by USEReady.





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