

Demand Use Case:
Maximizing Marketing ROI

► **CHALLENGE**

- Investments made on online platforms lack a common ROI metric.

► **SOLUTION**

- Parrot Analytics' Demand Expressions captures the effect of all marketing.
- The demand ROI metric enables the comparison of marketing platforms and campaigns.

► **RESULTS**

- The pay TV network identified a marketing campaign that performed 2,800% more effectively than the baseline.
- Consequently, the platforms that most effectively convert marketing dollars to demand can be prioritized in future campaigns.

Generating Maximum Impact and ROI for Your Content Brands

The proliferation of platforms airing content, from niche cable channels to SVOD platforms, means that audiences are fragmenting rapidly. As a result, reaching the right viewers requires choosing the right home for your content, but the myriad of choices often make this a difficult task.

► **THE CHALLENGE**

During the most recent season of one of its titles, a pay TV network ran marketing campaigns on various social media platforms, including Facebook, Twitter, and Reddit. These social campaigns ran at different times, cost different amounts, and their performance was measured using different metrics, making assessments of their impact difficult. Looking for an independent perspective, the pay TV network requested the use of Parrot Analytics data, and data science industry expertise, to help them determine which of their social campaigns were most effective.





Demand Use Case: Maximizing Marketing ROI

► CHALLENGE

- Investments made on online platforms lack a common ROI metric.

► SOLUTION

- Parrot Analytics' Demand Expressions captures the effect of all marketing.
- The demand ROI metric enables the comparison of marketing platforms and campaigns.

► RESULTS

- The pay TV network identified a marketing campaign that performed 2,800% more effectively than the baseline.
- Consequently, the platforms that most effectively convert marketing dollars to demand can be prioritized in future campaigns.

► THE SOLUTION

While digital campaign metrics such as CPM, CPC or CPL often only represent a measure of effectiveness for one single site or platform, **Parrot Analytics' global metric standard, Demand Expressions, combines activity from a variety of sources on a global scale.** These sources include not only platforms where marketing is placed directly, such as Facebook, but also includes sites where people may go next as a result of this marketing.

Wikipedia, for example, is one example of a site where people learn more about a title, and P2P sites and networks, are another example where those interested in the show go to consume it.

As a result of measuring a plethora of online sources where TV audiences read, share, write and consume TV content, Parrot Analytics' weighted metric Demand Expressions captures the cross-over effect of marketing, in all countries, on a global scale. **Demand Expressions are the industry's most accurate measure of "earned media".**

Therefore, **for each marketing campaign the demand can be compared to the spend to compute marketing ROI on a cross-platform basis.**

This demand ROI metric is comparable across all marketing platforms, enabling the most effective campaigns to be identified.

► THE RESULT

After the show's premiere, the pay TV network ran nine marketing campaigns on three social platforms. The demand for the show during each campaign was divided by the spend to calculate the demand ROI. The results from the first campaign were treated as the baseline and the percent difference found for the other eight campaigns:

Demand ROI

Campaign #	Platform	Percent difference from the baseline
1	A	Baseline
2	B	+133%
3	C	+716%
4	A	+842%
5	C	+2,776%
6	A	+220%
7	B	+1,179%
8	A	+424%
9	B	+948%

Based on these calculations, the pay TV network discovered that Campaign #5 on Platform C was most effective in terms of demand, followed by Campaign #7 on Platform B.

Based on this, the pay TV network was then able identify which elements of marketing people responded to well and emulate these in future



PARROT ANALYTICS

Demand Use Case: Maximizing Marketing ROI

About Parrot Analytics

Parrot Analytics is a data science company that empowers media companies, brands and agencies to understand global audience demand for television content.

Wielding the world's largest audience behavior data sets, the company has developed the world's only global cross-platform, country-specific audience **Demand Measurement System**.

► NORTH AMERICA

9465 Wilshire Blvd. Suite 300
Beverly Hills, CA 90210
United States
1 877 624 7109

► ASIA PACIFIC

99 Albert Street
Auckland 1010,
New Zealand
+64 9 666 0274

contact@parrotanalytics.com

www.parrotanalytics.com



campaigns. In addition, averaging the demand ROI by platform revealed the most effective marketing platforms for this title:

Average Demand ROI

Platform	Percent difference from the baseline
A	+371%
B	+753%
C	+1,746%

Platform C was most effective at generating demand by marketing dollar spent. Though the pay TV network only ran two campaigns on this platform during this season of the title, this valuable information will allow the company to schedule further marketing campaigns on this platform in the future to maximize marketing impact and ROI.

Using Parrot Analytics' exclusive demand data, the cumulative effect of marketing campaigns on your content can be quantified for the first time, enabling better and more cost-effective marketing decisions to be made.

For more on **Parrot Analytics'**
Global Demand Measurement System,

*read the **GUIDE*** 