



PARROT ANALYTICS

Demand Use Case: Maximizing Marketing ROI

► CHALLENGE

- Online and offline marketing investments in content brands lack a common ROI metric.

► SOLUTION

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

► RESULTS

- The studio discovered which types of marketing campaigns increased country-specific demand the most.
- The platforms that most effectively grew the popularity of the show can now be prioritized in future campaigns.

Generating Maximum Marketing ROI for Children's Content

With so many on- and offline opportunities for marketing promotions, determining which platforms are best for your brand is difficult.

Children's content has even more choices since a variety of merchandising opportunities, from clothing to toys, are available.

Choosing where to invest marketing dollars for maximum impact is challenging, as measuring the direct performance of cross-channel campaigns is often difficult or impossible.

► THE CHALLENGE

In the lead-up to the second season of a children's show on a major SVOD platform, the studio ran marketing campaigns on various marketing channels, including linear TV, paid media, online videos, and kid's meal promotions.

These campaigns all ran at different times, both online and offline, making a cross-channel assessment of their impact difficult. Looking for an independent perspective, the studio requested the use of Parrot Analytics demand data and consulting capability to help them determine which of their campaigns were most effective.

► THE SOLUTION

While marketing performance metrics are usually associated with a specific advertising platform or channel, Parrot Analytics' demand measurement system tracks and 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 websites where people may go as a result of this marketing. Parrot Analytics data also includes indirect attribution sources such as wikis and forums, where people learn more and discuss content brands, as well as download and streaming websites, where those interested in the show go to consume it.

As a result, ***Parrot Analytics' Demand Expressions metric captures the cross-over effect of marketing, from all marketing channels, in every country.*** Therefore, for each marketing activity the demand during the campaign can be compared to the spend to quantify ROI. This demand ROI metric is comparable across all marketing platforms, enabling the most effective campaigns to be identified.



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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.**

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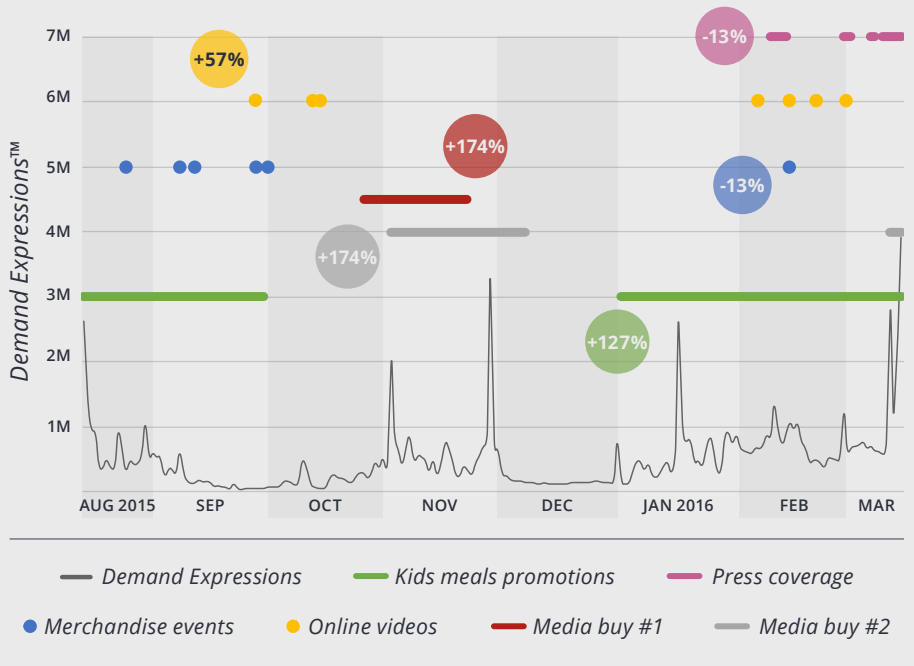
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► **THE RESULT**

The studio's marketing for the children's show ran over the seven months before the season two release. Parrot Analytics correlated marketing campaign data with Demand Expressions to determine how each campaign affected the overall popularity of the show.

The percent change in demand both during and after the campaigns was calculated and the marketing channels and platforms which caused the largest increase in demand were identified as the most effective.

Generate Maximum Marketing ROI with Demand Data



It was found that demand was highest while marketing campaigns were running, which was most noticeable during the long-running campaigns such as the kid's meal promotion and paid media. The two paid media campaigns increased demand by 174% during their run and so were the most effective at growing the short-term popularity of the show.

However, by calculating the change in demand from the week before and the week after the campaign, Parrot Analytics found that online videos were most effective at increasing demand after their release. **These results informed the studio's marketing plans for the next season and aided the company's sales teams in proving the show's value to outside stakeholders such as merchandisers.**

Using Parrot Analytics' exclusive demand data, the combined effect of online and offline marketing campaigns on the popularity of 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**

