

Case Study:

# Seeing is Believing.

*Real time insights from Motto drives OTT performance and ROI.*

## Client and Challenge

Their homemade pizzas and sandwiches are hard to resist. They also drive a lot of incremental foot traffic to this fifteen-state chain of convenience stores. Knowing just how purchases were driven by these delectable treats would allow the chain to advertise more heavily to this segment, to drive even more sales.

## Strategy and Solution

To bring into focus who was most interested in the scratch food offered at these stores, MNI ran a data analysis. The results of this study clearly indicated that behavior segments most likely to purchase had a strong affinity for OTT media. Building on this discovery, MNI prepared a custom media plan for the chain that incorporated Motto, our reporting and attribution visualization platform. By consistently monitoring outcomes on the Motto dashboard, MNI was able to optimize towards OTT conversions to further campaign success and efficiencies.

## Campaign Success

**Real time insights empowered the brand to optimize the campaign to further ROI.**

- Month One (KPI: cart checkouts) delivered 26,903 pizza checkouts and 75,112 homepage visits.
- Month Two (KPI: cart checkouts and foot traffic. Enhanced attribution tracking via Motto) delivered a total of 31,622 pizza checkouts, 81,522 homepage visits, and 37,748 store visits.
- **Month One CPA was \$2.76 vs. Month Two CPA decreased to \$0.61.**

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