

## How Data-Driven Advertising Boosts Sales—in This Case by **10% to 15%!**

Learn how Spectrum Reach’s data-driven targeting and measurement helped this furniture retailer drive sales, increase audience reach, reduce waste, and triple their Spectrum Reach ad investment with confidence.

**With Spectrum Reach, a Tampa area furniture chain achieved:**

|                        |                            |                |
|------------------------|----------------------------|----------------|
| 11% ↑                  | 19% ↓                      | 10-15% ↑       |
| Grow Incremental Reach | Reduce Unexposed Audiences | Increase Sales |

### THE SITUATION

#### **Supercharging Media Campaigns With Data**

Matter Brothers operates high-end furniture stores along the Gulf Coast of Tampa, Florida. They were looking for a provider that offered options for targeting audiences and measuring campaign impact, to improve media effectiveness.

### THE APPROACH

#### **Providing a Portfolio of Multiscreen Solutions That Work Together**

Using their proprietary tool, Audience Reach Optimizer (ARO), Spectrum Reach provided local broadcast schedule assessment and granular audience targeting to extend reach. In addition Spectrum Reach provided campaign media impact and outcomes measurement.

**“Spectrum Reach used sophisticated television campaign analytics to provide eye-opening media insights that drove a strategic shift in our ad budget from local broadcast to Spectrum Reach.” – Kim Dominguez, Marketing Director at Matter Brothers**

### THE RESULTS

#### **Data Drove an Astonishing Increase in Reach and Sales**

Spectrum Reach exceeded the client’s expectations by using data-driven insights from ARO to extend reach in targeted geographies and decrease unexposed audiences who missed the ad on

local broadcast. And attribution provided valuable insights on which days of the week to advertise and on best-performing commercial creative, improving return on investment.

***Nobody else offers this portfolio of services.***

- MORE REACH: extended the reach on local broadcast by 11%.
- LESS AD WASTE: decreased unexposed audiences by 19%.
- INCREASED SALES: Matter Brothers increased sales 10-15% above the Florida marketplace!

[Read the Case Study]

**“Spectrum Reach understands our business. Their insights from new targeting and measurement capabilities, combined with their local market expertise, ensure that every campaign performs better than the last.” – Kim Dominguez, Marketing Director at Matter Brothers**

CONTACT US

**Ready to Boost Your Business Traffic, Sales, Reach, and Campaign Effectiveness?**

Get in touch with a local Account Executive today.

[Get Started]



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