

# 4C INSIGHTS SUCCESS STORY



“The Thought Leadership program we implemented with Advertiser Perceptions gave us a unique and powerful foundation from which to anchor our new sales and marketing efforts. We just couldn’t have done this without Advertiser Perceptions – no one understands the advertising market, the ad tech space and how to leverage research-based insights for market leadership as well as they do.”

## **Kari Brownsberger**

*Vice President Marketing Communications  
at 4C Insights*



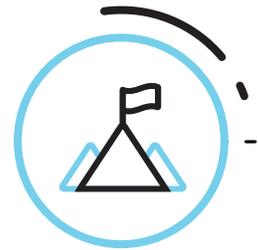
# USING THOUGHT LEADERSHIP RESEARCH TO DEFINE AND PROMOTE MARKET POSITION

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## The Challenge

Multi-screen viewing is the new reality. As a result, marketers are adopting cross-channel approaches to reach consumers seamlessly as they interact across multiple platforms. 4C Insights, a data science and marketing technology company dedicated to safe, cross-platform solutions, wanted to clearly define their value proposition to advertisers, using data-driven insights to back up their claims.

Their marketing strategy positioned themselves as an “audience company,” with unique capabilities and infrastructure to address those specific advertiser needs. However, they felt they didn’t have enough unbiased, substantive content to illustrate their ability to reach customers at scale with audience intelligence, premium inventory, brand safety, and powerful insights all on one platform, and needed a way to incorporate that into their messaging.



**75%**

**of Advertisers Indicate They Are Executing Cross-platform Media Campaigns**

SOURCE: Advertiser Perceptions / 4C Insights Thought Leadership Report



## The Solution

4C Insights engaged Advertiser Perceptions to conduct a mixed-mode thought leadership research study to help with their messaging. The challenge was to shed light on the benefits, obstacles, and best practices of audience buying by speaking with advertising decision makers about how they are addressing the matter in their practice. The mission was to fully understand how senior level advertisers were approaching audience-based marketing, what it meant to them, how they defined it, challenges that it would help them solve, and what kind of result they were seeing so far.

Together, Advertiser Perceptions and 4C Insights developed a comprehensive study in both the US and the UK to clearly illustrate ad tech driven strategies that truly benefitted advertisers. The study included in-depth interviews with advertising executives on both the agency and marketer sides and a quantitative survey-based study conducted in the Spring of 2018. Respondents came from the Advertiser Perceptions' database and partner databases and were required to have a minimum annual advertising budget of \$1M in digital and \$5M TV advertising to qualify, 93% of US respondents were Director level or higher; 100% of UK respondents were VP level or higher.



**89%**

**of Advertisers Agree That Strategies Around Audiences, Rather Than Individual Media Platforms, Create More Impactful Campaigns**

SOURCE: Advertiser Perceptions / 4C Insights Thought Leadership Report

## The Process

Advertiser Perceptions met with 4C Insights to probe for a thorough description of their needs and a current situational analysis. From that, a comprehensive list was developed indicating the information / insights needed, the proof points required, and the story to be created in order to transform their vision into messaging rooted in reality. Survey development and results analysis was an iterative process, where both teams collaborated to create the most compelling story.

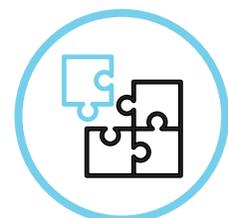
By starting with in-depth conversations, Advertiser Perceptions was able to probe deeply on how consumer behavior has affected how these advertisers develop and activate their media strategy, which media types and media brands lend themselves to an audience-based and cross-channel approach, and the outcomes they're observing via these approaches. The team was then able to test how widespread these behaviors and attitudes are via the survey.

A white paper was designated to be the backbone of several new sales and marketing initiatives. The data was broken down by market, by vertical ad category, by agency vs. brand. In addition to the white paper, a complete research report, slides and charts, and associated spreadsheets were delivered to provide 4C Insights with a wealth of background data and analysis to use as they saw fit.

**85%**

**of Advertisers Say They Require a New Marketing Structure that Enables Seamless Operation Between Publishers and Platforms**

SOURCE: Advertiser Perceptions / 4C Insights Thought Leadership Report



# The Results

The research found that many advertisers have started to adopt cross-channel campaigns, with 75% of respondents indicating they are already executing campaigns that include more than one type of media. However, advertisers indicate that to truly market the way that consumers consume – seamlessly across devices, at the time and place of their choosing – they must master an audience-centric approach. Nine-in-ten global marketers (89%) agree that advertisers who build their strategies around audiences, rather than individual media platforms, create more impactful campaigns.

Survey respondents reported that challenges persist despite their efforts to tie channels together. The biggest issues are measurement (52%), reach and frequency optimization (45%), and targeting precision (37%). The challenges are particularly heightened when integrating TV and digital campaigns, as 84% of advertisers report that they would increase their TV budgets if TV offered the same level of accountability, transparency, and understanding about the consumer that is afforded by digital media.

An audience-based approach can be a solution to these challenges according to those surveyed. Focusing on audiences as opposed to media types greatly improves several key outcomes: increased brand awareness (45%), purchase consideration metrics, such as website or store visits (43%), better targeting and frequency optimization (39%), directly attributable actions such as logins or downloads (39%), and better brand loyalty (39%).

These data points were put together in an industry white paper from Advertiser Perceptions and 4C Insights to help educate the industry on the state of cross-channel and audience-based cross-channel advertising. By sharing these insights with the industry, 4C Insights hoped to encourage more advertisers to move to an audience-based approach for their cross-channel marketing and raise the bar for measurement and insights providers who are key to enabling this for their partners.



## 84%

of Advertisers Say They Would Increase Their TV Budgets If TV Offered the Same Level of Accountability, Transparency, and Consumer Data Currently Afforded by Digital Media.

SOURCE: Advertiser Perceptions / 4C Insights Thought Leadership Report

- 4C Insights found 3rd party validation for their brand positioning and messaging. Having a foundational piece of content that clearly articulated their value proposition and why it matters to marketers was significant to their success.
- 4C Insights promoted the research report and white paper in their email marketing, posted it on their website and had a download form to generate leads.
- 4C Insights promoted the white paper on social media, in their newsletter, and used many of the data-driven insights in sales presentations.
- A joint webinar presentation was developed - one for the UK market and one for the US market, leveraging Advertiser Perceptions Business Intelligence experts as presenters.
- 4C Insights leveraged the report to build a successful market awareness campaign around the data analysis and insights.
- Advertiser Perceptions initiated a post-mortem analysis of the report's findings and subsequent sales and marketing results to determine implications for product or sales / marketing development moving forward.



## Contact Us Today to Start Your New Thought Leadership Strategy

We're ready to get started! Call us today for a program discovery session. We'll help you determine the thought leadership strategy that's best for you and provide you with a no-obligation proposal.

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## About Advertiser Perceptions

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising industry. Our exclusive insights, practical advice and knowledgeable guidance produce actionable solutions that deliver results and enable our clients to thrive in today's complex and competitive advertising market.