

## B2B CASE STUDY

### B2B cybersecurity company sought a *cross-channel analysis* to prove campaign effectiveness

#### Objective

A leading cybersecurity company needed a partner to prove the impact of their media campaigns using transparent data and insights. Their priorities included targeting senior IT decision-makers, using premium site lists, accessing live sports inventory on OTT/CTV, and achieving precise geo-targeting—all within strict CPM limits. They aimed to combine the brand-building power of OTT/CTV with the performance of display retargeting and needed a clear way to measure business outcomes.

#### Solution

With Incrementality analysis, conversion rates of exposed groups versus holdout groups were compared to determine how much more likely someone was to convert if they were exposed to the campaign, or a specific variable within the campaign, versus if they are not exposed. The measurement strategy was used for clear, data-backed insights, isolating which outcomes were directly attributed to a their marketing activity.

Premium inventory sources, including live sports games, associated the brand with the premium content that aligned with the brand's identity.

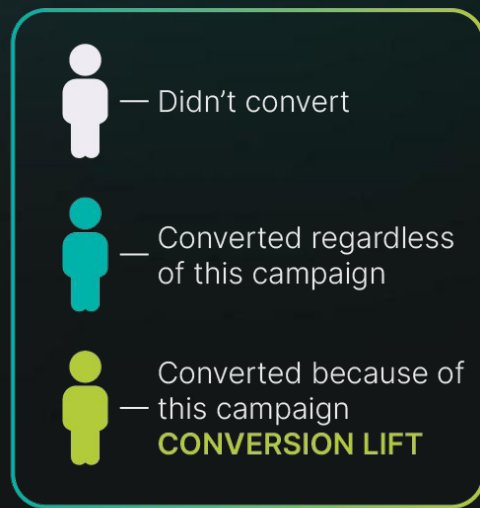


# B2B CASE STUDY

With *Incrementality* the IT solutions company proved the impact of every media dollar spent

## Result

Using an incrementality experiment, Digital Remedy was able to measure and isolate which conversions happened as a direct result of the brand's campaign. With incrementality measurement, the brand was able to determine how much additional, non-native demand their marketing campaign created for their services. This provided the brand access to an advanced level of data, insights, and visibility to better understand their campaign's impact and validate their investment.



### Exposed

Users who **saw** an ad



### Control

Users who **were eligible** to see an ad



# 586%

Incremental Lift on all page visits. This means a user was **6.9x** more likely to visit the site post media exposure

