



## Challenge:

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Rochester, New York-based Jay Advertising (Jay) is a marketing communications firm that needed assistance with streamlining its online media practice. After outsourcing some of its digital media buying, Jay was looking for a way to bring all buying in-house to decrease costs and exert greater control over the process. The agency has clients in multiple industries including banking, retail, and automotive.

Jay needed a solution that enabled them to easily discover and acquire media, so their digital display buy could be more diversified. They also needed a platform that could handle both large and small media buys, due to the diversity of their clientele. More frequent reporting was also desired by Jay to aid ongoing campaign optimization, and the ability to easily deliver on-demand performance analyses to clients.

## Solution:

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Jay took control of its campaigns with TRAFFIQ's digital workflow tool. Combining site discovery, bulk RFP distribution, direct-to-publisher negotiation, free ad serving, analysis and campaign tracking, TRAFFIQ offered Jay a complete digital media solution. Because starting with TRAFFIQ only requires web-based registration—and the interface is highly intuitive—TRAFFIQ offered Jay a frictionless transition.

TRAFFIQ's easy reporting functionality enabled Jay to have ongoing access to reports that included both standard click-based metrics, and access to view-based reporting and conversion tracking. Also included were Datran Media's embedded aperture audience measurement reports.

## Result:

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Jay's clients received the most benefits from TRAFFIQ, including greater site depth and better negotiated rates. With exposure to over 2,500 sources of inventory, Jay was better able to find the right advertising mix and demographic profiles to fit each individual client. The agency's typical digital display plan included an average of three sites before TRAFFIQ. Now the agency buys across over 12 sites per campaign.

Usage of TRAFFIQ allows the agency to offer clients with small budgets the same benefits as large ad spenders. "If we go direct to publishers, we don't have the same options with smaller budgets," said Evan Brown, Vice President and Media Director of Jay Advertising. "We want to be able to give clients with a \$75,000 budget the same research and negotiating standing as those with \$1,000,000 budgets. Through TRAFFIQ, clients have access to negotiating power with a broad array of sites, without the restrictions of other traditional ad buying platforms. We now have real control of the process instead of being removed because of outsourcing."

Real-time reporting allowed the agency to quickly inform clients about results and also promptly make campaign optimizations. Jay's previous vendor typically provided weekly reporting, delaying optimizations and, therefore, total campaign ROAS.

One of Jay's clients is a regional bank that was opening up several new branches, and wanted to attract local customers. The media team used TRAFFIQ's demographic data down to the zip code level to attract the right targeted consumers. Behavioral marketing was used to pinpoint the right audience through a mix of sites that included local news, television, and real estate sites.

"After we started using TRAFFIQ, we realized that you don't need a million dollars to create a comprehensive digital plan. We get competitive rates, easy negotiations, and specific targeting with the system. We haven't been able to offer this level of plan before," said Mr. Brown.