



## Challenge:

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Neathawk Dubuque & Packett (NDP) is one of the most trusted integrated brand marketing and communications firms in the industry with clients that include major healthcare and higher education institutions, travel and hospitality organizations, corporate brands and nonprofits, as well as safety and security agencies. Tasked with running two separate campaigns for the Virginia State Police, NDP not only had specific localized targeting requirements but also needed a tool that would allow it to manage complex campaigns with access to real-time tracking to optimize impressions.

For the Virginia State Police Insurance Fraud Program, NDP sought to target adults 18+ within the state; for the H.E.A.T. Program (Help Eliminate Auto Theft), the target was even more narrow to just males ages 18-34.

In 2010, NDP used a well-known ad network that delivered satisfactory performance. With an increase in 2011 online budgets, NDP also needed the flexibility and scalability to manage more extensive and complex campaigns.

## Solution:

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To expand its capacity, ensure efficiency and increase impressions, NDP turned to the TRAFFIQ Trading Desk that offered a broader inventory portfolio, expanded reach and delivery at a better overall value. With access to real-time tracking through TRAFFIQ's solution, NDP now has the ability to examine up-to-the-minute performance and make changes on the fly to optimize response.

TRAFFIQ allows NDP to track conversions to specific pages within each client site, which has been particularly useful for pegging reported fraud/theft tips back to specific ads. Tammy Harris, Media Director, NDP said "So far this year we have been able to track nearly 24,000 specific actions and visits to internal site pages, which provides important insight into content interest."

## Results:

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Both campaigns have performed exceptionally well on both reach and delivery, and went well beyond that to exceed expectations on post-click activity, driving an increase in user engagement.

"The overall click-through-rate for the Insurance Fraud Program campaign is 43% higher than last year. In addition, the combination of increased budgets and the expanded reach of the Trading Desk has resulted in more than double the monthly clicks to each website, said Harris."

Harris says that in addition to delivering outstanding results and better value, the TRAFFIQ team and its platform improve their internal operational efficiency as well.

"The customer service we receive is great—they're very prompt in answering any questions we may have," she said. "They take care of everything and save me a great deal of time."