



Challenge:

The New York City based marketing communications firm, Redbean Society, targets Latina women as a primary core expertise. For marketers who want to win in the U.S. Hispanic market, Redbean Society offers a specialized consumer-centric, cross-cultural and multi-platform approach to engage consumers, drive volume & deliver ROI.

Tasked with running a campaign for Tajin International, a Mexican company with U.S. offices in Houston, Texas, which produces dozens of high quality chile-based seasonings and sauces sold in major stores in the United States, we recognized that a tool that would allow the brand to reach a specific audience at scale was required in order to achieve objectives.

For the Tajin campaign, we aimed to target Hispanic female adults ages 25-54 of specific geographies across the U.S. in order to generate brand awareness and drive traffic to the Tajin website.

Solution:

In order to increase impressions across its target audience and increase the overall Tajin brand awareness, Redbean partnered with TRAFFIQ to leverage its platform for a robust digital media workflow solution. “The partnership between TRAFFIQ and Redbean Society was advantageous for exceeding the client’s goals.” said Lori Goldberg, SVP Client Services TRAFFIQ. The combination of digital expertise incorporated with the deep knowledge of the Latino marketplace gave Tajin an advantage when going to market. The TRAFFIQ platform enabled Redbean to find the sites that indexed highest against its campaign goals by honing in on Tajin’s target audience. The TRAFFIQ Client Services team also employed the use of the TRAFFIQ Trading Desk for instant audience building and its ability to target audiences precisely using data.

Using a mix of sites and channel targeting on the TRAFFIQ platform and combining that with the sufficient audience targeting and reach the TRAFFIQ Trading Desk offers, the Tajin campaign performance exceeded client expectations.

Results:

Utilizing the niche content sites found in the TRAFFIQ platform, click-through-rate on the Tajin campaign increased by 30% in just three months.

After applying data on the TRAFFIQ Trading Desk to the Tajin campaign, Redbean immediately saw well over 1 million impressions from the top-performing provider reaching their desired target.

“The dramatic increase in reach from using TRAFFIQ and the TRAFFIQ Trading Desk afforded Tajin the ability to best utilize their budget and diversify their media spend” said Carinna Payano, Senior Brand Agent at Redbean Society.