

Case Study: **Pet Food Brand**



NutroTM



Rotation Direct[®]

(512)-580-9043

Overview

This case study meticulously details the strategic collaboration between Nutro Pet Food and Rotation Direct, shedding light on the concrete results achieved through Rotation Direct's innovative digital advertising strategies. Faced with a competitive landscape, Nutro sought to fortify its digital advertising, prompting a partnership with Rotation Direct to reimagine its approach.

Rotation Direct's comprehensive strategy included tailoring campaigns to Nutro's unique selling points, cross-channel integration for a cohesive brand message, data-driven analytics, and targeted audience segmentation. The outcomes were compelling: Nutro witnessed a staggering 25% uptick in user engagement across digital platforms, and a remarkable 20% improvement in CPMs compared to their previous agency. Rotation Direct's adept management of the advertising budget led to a 15% increase in cost efficiency.

These specific metrics underscore the tangible impact of Rotation Direct's data-driven and customized strategies on Nutro's digital advertising landscape, demonstrating the agency's prowess in achieving substantial, measurable results in a highly competitive industry.



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Objectives

- Captivate users at every stage of their journey to foster both brand recognition and contributions.
- Identify the optimal combination of channels that effectively prompt desired actions.
- Acquire and retain expertise in programmatic advertising strategies and tactics to stay abreast of the latest developments.



Key Results



+25% User Engagement; +15% increase in overall cost efficiency



20%

**20% lower CPM
vs.
previous agency**



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Conclusion

Employing precise targeting parameters can pose challenges when attempting to expand a digital advertising campaign, particularly in the initial stages of adopting programmatic advertising. To address this issue, a national pet food brand collaborated with Rotation Direct to implement an in-house programmatic advertising solution that offered them the desired control and transparency.

Utilizing site list targeting and private marketplace details, the brand ensured the delivery of their ads on premium sites, including comScore's top 150 publishers. Despite concerns that adding specific targeting parameters, such as site quality, might impede effective CPMs and scalable reach, Rotation Direct proved otherwise for the pet food brand. They not only achieved a 20 percent reduction in CPM compared to other service providers but also witnessed a noteworthy 25% increase in user engagement.



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