

Client Case Study: Suddenlink

Problem

Suddenlink offers TV, Internet and phone service to customers across several different regional markets and prides itself on cutting edge marketing programs. Jerry Dow, Suddenlink CMO, had a vision of creating a new marketing campaign that would enable each regional market to delivery more relevant and more effective messages to their specific audience. In order to execute this campaign successfully, the creative would have to be consistent with corporate brand messaging and maintain premium quality while being flexible enough to deliver relevant offers to each local market. The team needed a solution that would allow corporate marketing to build dynamic story boards that enable flexible and yet efficient TV ad creation. These ads would then be available for the regional teams to customize messages and offers that would resonate with their audience, for example featuring local messages such as "I love West Texas".

Solution

Visible World Conductor was a great fit, a solution to help empower regional teams with flexible marketing campaigns that they could use to fit their localized needs. Suddenlink worked with The Richards Group to develop top quality creative that was modular and flexible for message customization, localization, and optimization. The Visible World Conductor enabled the regional field marketers to access the corporate approved creative, customize their own spots on the fly, and deliver the ad to the appropriate market.

Results

The results of deploying Visible World Conductor were fantastic. The Richards Group reported that estimated cost savings for Q3 are anywhere from \$85K to \$110K in post-production costs alone; this does not include the additional cost savings from streamlining trafficking via DG FastChannel.

To provide some perspective on the production efficiencies associated with the Visible World Conductor, upon launch there were 70 unique, customized TV ads created in the first few days of the campaign. Using traditional customization methods, it would have cost at least twice as much and taken significantly longer to execute such targeted and localized TV ad campaign. Beyond the significant cost savings, the solution was also able to improve Suddenlink's overall marketing results. Visible World Conductor enabled the regional marketing teams to execute flexible campaigns with relevant localized messages that proved to increase engagement and brand awareness.

About Suddenlink

Suddenlink is among the 10 largest U.S. cable broadband companies, serving approximately 1.3 million customers, including both residential (home) and commercial (business) accounts. Suddenlink is committed to simplifying customers' lives through one call for support, one connection, and one bill and offering savings through bundles of TV, Internet, and phone services.

“We wanted to raise the bar by delivering more dynamic, more relevant, and more effective messages to our target audience. The Visible World solution was able to streamline that process while saving us money!”

Jerry Dow
CMO
Suddenlink



About Visible World

Visible World is the leading provider of targeted television advertising solutions. Our suite of services enables advertisers, agencies, and media companies to deliver addressable, interactive, and measurable ads. Visible World campaigns increase ad relevance and engagement by providing capabilities to target real-time offers, products, and creative based on geography, programming, inventory levels, time of day, weather, and other data-driven conditions. Today, Visible World helps over 200 advertisers target consumers in ~100 millions U.S. television households and across more than 1,500 major websites. To learn more please visit www.visibleworld.com.