

ReDesigning Ad Product Strategy

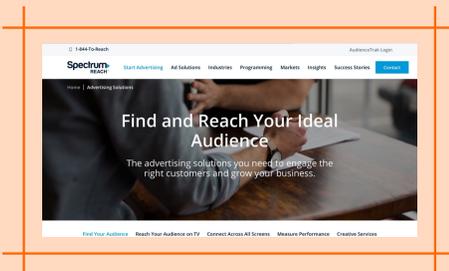
Challenge

Spectrum, then, Time Warner Cable, was challenged with monetizing its digital ad products to the fullest.

Strategy

After a thorough review, we approached improving digital ad monetization in 5 key ways:

- Realign ad products and placements to programmatic demand needs at scale.
- Reposition ad products and offerings to articulate value of improved offerings.
- Evaluate and recommend SSP and DSP systems to support new offerings.
- Establish new ad operations processes to ensure alignment with technology implementations and ensure customer delivery in partnership with sales leadership.
- Redevelop sales and marketing collateral with new ad product value propositions and provide sales team training for over 500 sales representatives.



Benefits

Our approaches provided Spectrum these benefits:

- Improved Ad Products and Product Positioning
- Aligned Ad Products to Programmatic Demand
- Streamlined sales enablement systems

Revenue Result

10% Revenue Growth from Ad Product Optimization.

Let us help your company.