

Case Study

Media Posting & Tracking • Law Firm

Background

A regional law firm had experienced dramatic two-year growth found itself spending a significant amount on television placements in several cities. Results varied significantly among the different stations, although all media had been purchased according to strict performance guidelines. The firm had become increasingly concerned that it was losing value due to lack of performance by some of the television stations.

This client asked Altyris to establish a process for ongoing tracking of its sizeable media spend. The goal was to ensure that all television stations met performance guidelines and make sure that our client received full value for its television spend.

Analysis and Teamwork

Our media team evaluated station billing records and found strong indicators of underperformance. We established a reporting structure with all stations, requiring that they post our client's schedule against the latest Nielson ratings on a weekly basis. In addition, we structured an ongoing tracking mechanism allowing us to evaluate specific placement details including run time, traffic, program part and day part changes.

The media team identified a number of stations in each market that had seriously underperformed during the initially reviewed six-month period. We found drastic differences in points delivered compared to points negotiated, with shortfalls resulting from factors such as ratings underperformance and programming schedule shifts. In one case, we discovered an entire month of traffic that had run incorrectly.

Results

For each instance of underperformance, we required the station to produce a 1-for-1 make-good schedule, providing one placement of equal or greater value for every underperforming placement. In this way, we recovered fully 13% of the firm's media buy for that 6 month period.

The ongoing posting and tracking procedure established by our team identifies underperformance on a monthly basis and ensures that our client receives full value for their television media expenditures.