

White Star Media **develops creative testing and attribution models** to scale snack continuity business with print and alternative media channels.

## CHALLENGE

- WSM was asked to provide best in class attribution indexes on media and creative tests.
- GOAL: To increase speed of test to campaign roll stage without compromising campaign attribution and accuracy.



## STRATEGY

- Assign high value to consumer discount activating code. Provides attribution accuracy from test campaign to rollout stage.
- Establish definitive creative control offers with insert media channels that allow for multi price point testing.
- Analyze competitive spending footprint to illuminate best channels and allocation.
- Use StarTrak data system to index media performances in real time by creative and channel.

## PROCESS

- Vendor collaboration to provide multi split creative testing accuracy.
- GEO and hyper local based media to skew and index success by market and zip select.

## RESULTS

Multi Testing allowed for accurate test to campaign roll in 60 days vs. 120 days = 50% increase. High variation by market allowed for increased price points by market and demo. Increased frequency by 4X in higher performing markets and increased ROI by 30%.

**INCREASED ROI BY 30%**