



Sq1: Proving the Power & Performance of Programmatic for Retailers through TerminalOne

Background

Sq1 is a full-service performance-marketing agency that leverages strategy, data, technology, creative, and media to build meaningful experiences for customers that drive maximum profits. For its clients, ranging from large retailers to CPG brands, Sq1 has embraced programmatic technology to maximize budgets and efficiency, while driving outcomes – and is doing so at scale.

After working with The Trade Desk, DataXu, and Turn, Sq1 found a reliable technology partner in MediaMath. Through the TerminalOne Marketing Operating System™, MediaMath not only provided Sq1 with the best quality inventory, but also the impressive performance it required for its clients. During the two years working with MediaMath, Sq1 grew its programmatic media department by 300% and became a true strategic partner for its clients who are increasingly being held accountable to deliver return on marketing investments and influence overall business outcomes.

Challenges & Goals

Most recently, Sq1 was implementing a campaign for a national, retail client who was heavily reliant on print-based marketing and bricks & mortar sales. Sq1 specifically sought to:



Leverage the retailer's CRM audiences to drive incremental in-store sales



Increase viewable inventory, reduce ad fraud, and do so at scale



Prove that display has the power to drive incremental sales volume at a higher ROI than print FSIs



"MediaMath's TerminalOne offers marketers the scale of a mass medium with the precision of CRM channel."

- Judge Graham,
President, Sq1

Solution

Leveraging MediaMath's DMP, Sq1 onboarded the client's CRM records and split them into two groups - a "test" and a "control" - in order to clearly delineate the impact of ad exposure to the "test" group. For 6 weeks, Sq1 ran the display campaign, targeting CRM audiences within a tight radius of retail locations. To further test the results, Sq1 also ran the same campaign with another major publisher through a direct buy.

Results

The test drove staggering results, helping Sq1 prove not just to this particular client, but to all retail clients, that they need to be leveraging programmatic to scale incremental sales volume at higher ROI than print.

- \$5:1 ROI for offline retail sales (based on incremental margin). This is not just total impression correlation, but the test/control groups prove that these ads influenced consumers to buy.
- 74% higher ROI from MediaMath than from the same direct buy campaign
- 38% higher ROI from ad viewability/ad fraud optimization, driving a savings of nearly 13% of total budget!

With such incredible success, the retailer has steadily increased their programmatic budget year over year. As a performance-driven agency, Sq1 will continue to test additional CRM-based strategies, integrate multi-touch attribution with media modeling, and continue to prove the scale and value of programmatic marketing.

"The fact that these campaigns can scale to reach higher volumes of consumers means that display media gives CMOs a viable solution to replace or supplement the sales volume from traditional channels like print FSIs. Programmatic is enabling retail CMOs to address one of their biggest challenges."

- Judge Graham,
President, Sq1

