



Case study workstream updates

Goals

1. **Gather** progress thus far and collect input from stakeholders
2. **Prioritize** past case studies and retrofit for current priorities
3. **Synchronize** with Ashlee's team on processes
4. **Commercialize** based on feedback and insights from Project 1
5. **Innovate** new and compelling ways to share standout case studies

Projects 1-5

Project 1 – Share progress and collect input

Problem: Incomplete information about what a client bought and why

- Roadshow to other stakeholders
- Show the current case study process
- Ask for a case study wish list
- Determine how to maintain communication

Project 3 – Perfect always-on process with Ad Impact

Problem: Trouble maintaining consistent processes and communication

- Met with Ashlee and Ad Impact leaders to sync on new Case Study process
- Ad Impact does not always have information on the buy—need to move back upstream to Sales.

Project 2 – Reflect and retrofit

Problem: Not sure what SE wants out of their case studies, nor what results are needed

- Focus on case studies that have few examples (i.e., streaming)
- Understand what results we have and determine what brands/campaigns are case study worthy
- The ask from SE
 - Streaming and OPTA, across all categories
 - Marketing / Sponsorship case studies (ok if masked)
 - Full funnel executions showing how we drive results across all levels

Work has paused due to team changes + teammates on leave

Project 4 – Commercialize based on feedback

Problem: Lacking commercialization and consistent way of sharing case studies internally

Project 5 – Brainstorm evolution of case studies

Problem: Case studies are always presented the same way and we haven't worked much with anything dynamic/interactive.

Current status of case studies (in Highspot)

Approach and campaign objective

Approach	# of case studies
DDL	33
OPTA	10
Streaming	8
Data partners (Instacart x NBCU)	3
Data partners (LinkedIn x NBCU)	1
TikTok Pulse Premier (social-first)	1

Campaign objective	# of case studies
Brand lift (awareness)	9
Consideration (search)	22
App downloads (conversion)	2
Completed purchase (conversion)	11
Foot traffic (conversion)	6
Product search (conversion)	7
Purchases (conversion)	14
QR codes (conversion)	0
Full funnel	9
Reach	8

Current status of case studies

Industry

Industry # of case studies

Apparel and accessories	0
Automotive	10
B2B	2
Beauty / personal care	1
Beverages alcoholic	2
Beverages non-alcoholic	4
Collectibles and hobbies	0
CPG	8
Competitive	1
Corporate and association	0

Delivery services	0
Education	0
Entertainment	0
Financial services	3
Government	0
Health & wellness	2
Home	1
Industrials (oil, gas, and power)	0
Insurance	3
Legal services	0

Current status of case studies

Industry, cont'd

Industry	# of case studies
Luxury	4
Movies and home video	3
Office supplies and equipment	0
Programming	1
Personal care	0
Pharma & healthcare	0
Political campaign	0
Real estate	2
Restaurants	4
Retail	4

Sports and sports equipment	0
Tech (computer, electronics, internet)	5
Telecommunications	2
Toys	0
Travel	3

Current status of case studies

Campaign region and year

Campaign region	# of case studies
Local	0
National	33
Global	5

Year	# of case studies
Evergreen	3
2019	3
2020	10
2021	6
2022	2
2023	6
2024	9
2025	1

Where we're lacking

No case studies for the following:

Campaign objective

- QR Codes

Campaign region

- Local

Industry

- Apparel and accessories
- Collectives and hobbies
- Corporate and association
- Delivery services
- Education
- Entertainment
- Government
- Industrials (oil, gas, and power)
- Legal services
- Office supplies and equipment
- Personal care
- Pharma & healthcare
- Political campaign
- Sports and sports equipment
- Toys

New and future innovations

Fewer, better, bigger