

Test Campaigns & Media Strategies

The world is changing faster than ever.
There is SO much white space to explore.

It's all an opportunity to learn new things:

- Audiences tests
- Messaging tests
- Revised channel mix
- Location based offerings
- Private Marketplace deals
- Direct deals with partners

Use this time
to test and
explore

A flexible, creative way to unlock the benefits of our quickly changing marketplace.

The fast-paced change of today sets us all up to experiment and “get in early” with the best use of new technology. From using CRM data in a new way, to testing new LiveRamp or TTD capabilities... how can we leverage the market to YOUR advantage?

In four phases we will:

- Evaluate current approach and audit past campaigns
- Design campaigns (media, creative, tracking/tagging, etc.)
- Execute and measure
- Learn, adapt and continue testing

All with the intention of ongoing improvement on a micro and macro scale.

This is a media
testing ground
—do some
experimenting

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As marketing leaders, we have the responsibility to think and do better on behalf of modern audiences. To deliver beloved brand promises to the consumers who crave them... in an efficient, measurable and powerful way. The journey to better starts now. atlas.ciceron.com

Privacy, performance
and the path forward

