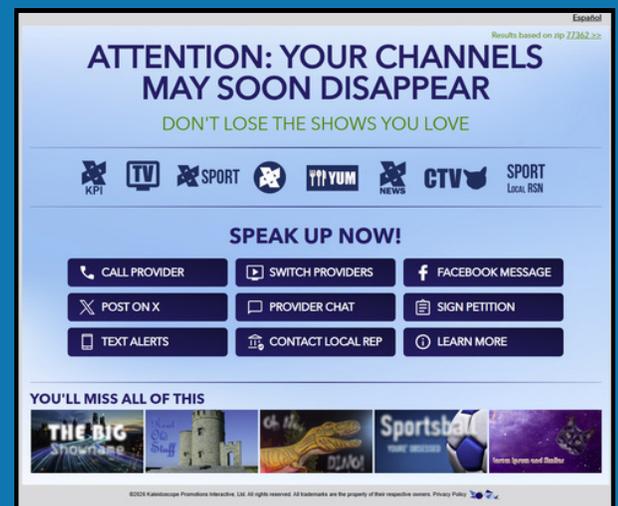


Turning Viewers Into Action Case Study

Overview

KPI has managed many call-to-action (CTA) campaigns specifically for TV clients – known in the industry as renewals, where a network group negotiates for continued availability through a TV service provider. In this Case Study, we look at two campaigns involving web tactics and IVR tactics, and assess numbers and impact based on a composite. After all, while we'd love to name names here, NDAs have entered the chat!

Viewers were activated with targeted CTA options throughout active carriage negotiations, and KPI's tactics helped translate audience passion into measurable pressure. Custom development, real-time reporting, and attentive campaign management allowed KPI to support rapidly evolving negotiations, ensuring that each campaign remained timely, effective, and operationally sound from launch through successful resolution.



*All CTA campaigns are custom ... and sensitive!
Performance is real, but screen is for illustration purposes only.*



Objectives

Generate measurable consumer demand for the networks by mobilizing viewers who would be directly impacted by the potential loss of access on their TV provider. The goal was to translate audience concern into clear, trackable signals that could be leveraged during high-stakes carriage negotiations.



Challenges

These campaigns need to handle an intense surge of consumer activity, including high volumes of website traffic, CTA clicks, and inbound phone calls driven by national media exposure. At the same time, the strategy had to remain flexible, with messaging and tactics shifting quickly as negotiations evolved in real time.



Contributions

KPI routinely develops and supports high-performance websites and custom, dynamic IVR solutions designed to operate reliably under high volume, media-driven traffic. These involve custom on-brand executions driven by live data, with vanity URLs and phone numbers. Our sophisticated back-end reporting provided real-time visibility into consumer engagement, enabling rapid tactical adjustments aligned with the latest negotiation developments.



Performance Insights

Across two short-run, media-driven CTA sites, total traffic exceeded 6.6 million visitors, averaging roughly 250,000 visitors per day. At scale, this meant KPI supported an average of approximately 45,000 consumer outreach actions per day over the course of these two campaigns - plus nearly 300,000 phone calls through IVR tactics! Continual outreach to the TV service provider - from its own customers - certainly helped move the needle for our clients.



Results

These media-driven renewal tactics put up big numbers, and generated significant, measurable and sustained pressure on the affected provider throughout each campaign. As a result, clients secured continued carriage agreements on terms that worked for both the business and their viewers.

**6.6 Million
Site Visitors**

**1.1 Million CTA
Actions Taken**

**300,000 IVR
Phone Calls**



See how consumer demand can help your brand achieve its goals? Reach out to see how KPI can execute your next CTA campaign, including analytics!



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