

An advanced advertising and data company that provides audience-based, multiscreen advertising solutions to local, regional and national businesses and ad clients

Challenge

The organization needed help retaining existing clients and winning new ones by providing detailed political analysis across specific U.S. Congressional districts.

Solution

ICX Media layered sentiment and political party affiliation into key topic analysis to help identify which trending topics matter most to the voters the organization's clients were trying to activate. we were able to deliver 30+ political analyses across multiple U.S. Congressional Districts and specific political groups. Additionally, ICX Media then packaged the audience for digital activation cross-screen via LiveRamp.

Results

Thanks to the data analysis and activation plan, the organization was able to win additional business and grow their top and bottom line revenue in 2019/2020.

