

REAL CLIENT WIN

Lessing-Flynn's hyper targeted digital campaigns see **2.3X engagement.**



Setting the Stage: The Agency's Need for Niche Data

Lessing-Flynn may be America's longest-standing independently owned ad agency, but they're anything but old-fashioned. Since 1907, they've continued to solve complex brand and marketing challenges across diverse industries such as agriculture, construction, manufacturing, healthcare and technology.

Tasked with the responsibility of reaching niche audiences with unique, high-investment products, Lessing-Flynn is diligent about their media targeting. For one animal health client in particular, the agency's annual media strategy included a budget for programmatic and native-style campaigns. To maximize their ad spend, the team knew audience data was mission critical. More specifically, they needed to reach decision makers in the animal health space, such as veterinarians, consultants, nutritionists and others involved in animal feed manufacturing and production.

Enter AnalyticsIQ. As a leading data innovator with audiences that span both B2C and B2B, AnalyticsIQ was perfectly positioned to help Lessing-Flynn reach their targeting goals.

Collaborative Synergy: Making Teamwork Look Easy

To kick things off, Lessing-Flynn shared with AnalyticsIQ the types of roles they needed to reach for their animal health client. They then double clicked into even more audience nuances, sharing just how granular they needed to get like finding those people involved in species-specific production, from dairy to beef to poultry.

Lessing-Flynn used the public NAICS code database to provide a thorough starting point. These are the federal government's business classification codes.

Data Expertise: Crafting the Perfect Audience

AnalyticsIQ dug into the details and effectively curated several custom audiences that layered on NAICS codes as well as SIC codes. AnalyticsIQ ensured there was an ideal balance of precision and scale to support the agency's 1:1 messaging strategy, budget and media flight length.

Measurable Impact: Real Client Campaign Results

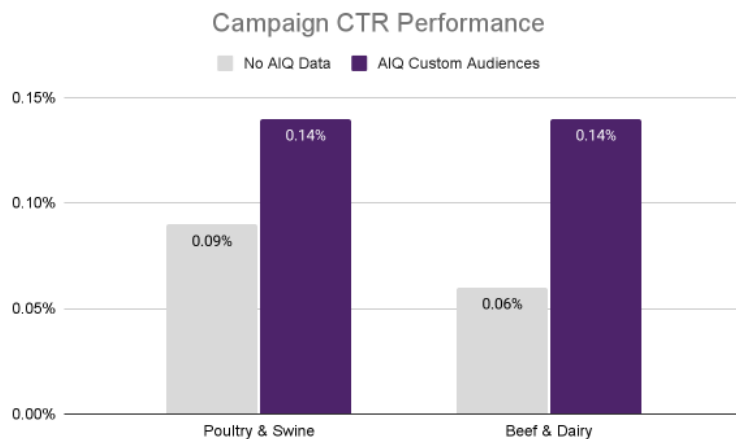
Data forms the bedrock of any successful campaign strategy, both for targeting and measurement. As a data-driven organization, Lessing-Flynn consistently benchmarks, optimizes and reports on performance metrics for their clients. As shown here, when implementing eye-catching, species-specific creative and custom audiences from AnalyticsIQ, the client experienced a noticeable lift in display ad engagement and clicks.

Furthermore, cumulatively speaking, the campaigns that leveraged AnalyticsIQ's custom audience exceeded vertical benchmark performance by 27%.

A Bright Future: Blazing a Trail for Continued Success

AnalyticsIQ's ability to advise, curate and activate custom audiences rapidly has proven invaluable. Moreover, campaign performance continues to be positive. Together, Lessing-Flynn and AnalyticsIQ have now expanded their custom audience success across five brands, and growing!

To learn more about AnalyticsIQ's audience creation and activation capabilities, reach out to sales@analyticsiq.com.



"AnalyticsIQ understands our clients' needs, goals & campaign requirements. They're highly **responsive** & always give us detailed audience suggestions. Most importantly, the **performance speaks to the quality** of their data."

Shannon Hughes
Director of Digital &
Media Strategy @
Lessing Flynn