## Client Profile



This early stage company sought to change media planning and buying by providing detailed purchasing behavior built from the household level. This would provide advertisers precise impact and target control by a large universe of demographic factors.

The company built models to accurately determine which household members were watching cable TV programming. This enabled the company to determine the demographics of the individuals watching ads at any given time. By linking this data to purchase data, it was able to determine which ads were viewed and the relative effectiveness of conversion to purchases.

## Business Objective

The firm had developed a proprietary algorithm with promising results when run against sample data. Venture capitalists and media investors were concerned about development risk. The CEO was not experienced in getting products to market or working with complex technology.

The concern was legitimate as the dataset sizes from set-top (cable) boxes were huge and streamed continuously. Running analytics across multiple factors from point-of-purchase data by household required sophisticated, custom-developed technology.

## Solutions Provided

Initially, consultants helped the client navigate business issues related to launching a new product. Subsequently the significant technical challenges posed by the volume and frequency of data were addressed.

### Product Management



Our consultants created the product roadmap, development plan and budget to help secure funding. This enabled the CEO to secure both VC financing as well as an investment from an early customer.

### Scalable Operating Model



A scalable operating model was developed to address the projected growth in business and a larger customer base. Definition of lean processes inspired further confidence with investors that the business could grow without accelerating operating costs.

### Lean Product Development



Our team implemented Agile product development processes and brought the initial version of the product to market on schedule. Ongoing product development enabled further customer acquisition until the client was prepared to bring development in-house using the structure and processes created.

### Data Management



The volume of data and number of permutations required for analytics were so large that no off-the-shelf solution would perform effectively. Our team solved significant challenges with data ingestion, data quality management and presentation of analytics.

### Analytics



The product delivers analytics that combines set-top box activity by household with purchasing and demographic data. Advertisers can determine the purchasing effect of ads on specific programs at specific times, by numerous demographics. This enables targeted media buying with greater yields.

## Business Results

As a result of the successful product launch, the client grew as a leader in the field. It secured a Series C round of financing led by Intel. Eventually, it was purchased by a large media player leading to a highly successful and profitable exit for investors.