



## At Vladimir Jones, Analytics is about understanding consumers, not just performance

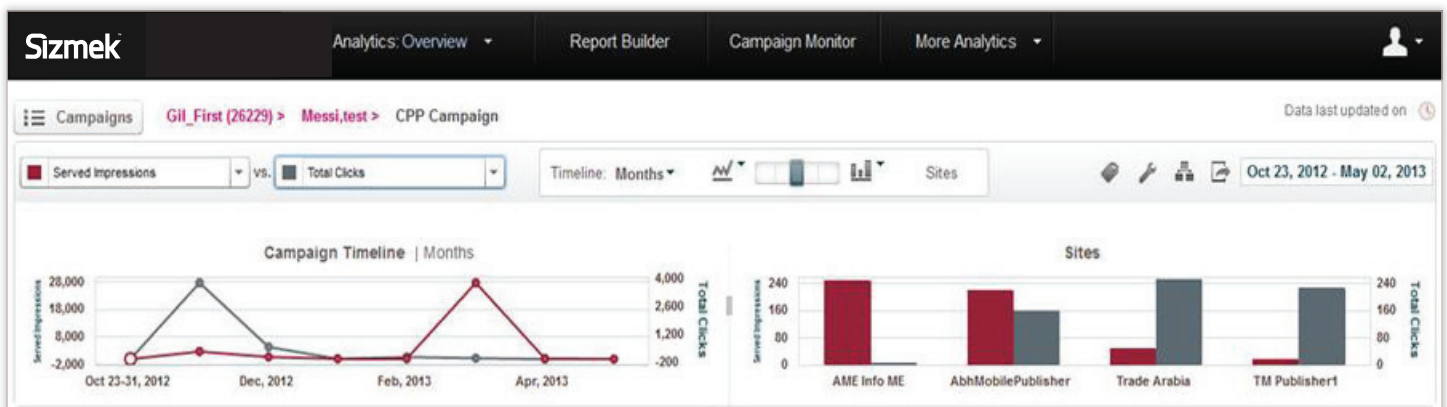


A Colorado-based advertising and marketing agency, Vladimir Jones specializes in integrated marketing, advertising, digital, communications and insight and is committed to helping its customers use data to make better marketing decisions.

VJ Media planner Chris Baszto has been using the Sizmek platform since 2007 and sees its value at the agency as two-fold. First, it vastly reduces the complexity of managing and trafficking buys – streamlining production through a single system and cutting down on back and forth QA.

The second crucial benefit is insight – the value of having a single collection point for campaign data. ‘Sizmek allows us to harness data across campaigns, placements and media types to most effectively leverage the power of an aggregated buy against the sophistication of extensive targeting,’ he says. ‘At Vladimir Jones, analytics is about understanding consumers, not just performance.’

The VJ team uses Sizmek reports not only to assess media performance, but also to inform creative and understand how consumers interact with different messages and creative units. This type of information influences a client’s media strategy and tactics as well as its bigger picture business goals.



“ Ultimately, the Visual Analytics tools allow us to identify the key KPI’s for each campaign and review them through a single, dynamic and visual reporting tool. Visual Analytics allows our team to spend less time pulling reports and more time analyzing them.”

**Chris Baszto**

Media Planner, Vladimir Jones

VJ recently implemented Sizmek Analytics suite in conjunction with a video campaign for one of its clients.

The client team uses Analytics to monitor video completions by vendor and tracks video views, uniques, conversions, and specific actions within the platform to learn what’s performing and what isn’t.

The newest release of Sizmek Analytics includes a number of improvements designed to give planners like Baszto more and much faster insight into client campaigns.

Built on a reinforced back-end infrastructure, the new suite includes Visual Analytics, which provides interactive graphical depictions of more than 20 campaign metrics. It also allows for benchmark comparisons and channelby- channel analysis of campaign ROI.

CTR	Dwell Rate
<b>1.09%</b> Sizmek Benchmark: 0.05% (2,186.39%) ▲	<b>0.22%</b> Sizmek Benchmark: 4.36% (-94.97%) ▼

Baszto says the suite allows them to be smarter with vendor selection and targeting and to provide clients with more information than simply view completion rates or other standard metrics. He reports that Analytics has been a great time-saving tool.

Sizmek Analytics give us a real-time tool that measures all of the important data for our campaign including some of the relevant video completion and duration information,” he notes.