Dell promotes its brand, increases site visits and conversions with Rich Media and In-Stream

**Campaign Details**

**Campaign:**
The Power to do More

**Advertiser:**
Dell

**Media Agency:**
MediaCom

**Sizmek Technology:**
In-Stream, Rich Media

**Background**

One of the most recognized PC brands on the planet, Dell has a reputation for making direct and personal connections with its users. The company launched a corporate branding campaign conveying the promise that customers can do and achieve more when they use Dell technology and services.

The comprehensive, multi-channel “The Power to do More” campaign had three primary target audiences:

- **Healthcare** - Doctors who want to spend more quality time with their patients and less time consumed by paperwork.
- **Technology** - CIOs who want to focus on driving more innovation and efficiency.
- **Education** - Teachers who want to do more to help their students prepare for life after the classroom.

**The Strategy**

Launched across TV, newspapers, magazines, billboards, airports and online, the campaign was a major multi-channel initiative.

The online portion was based on an innovative combination of In-Stream video ads, Polite Banners with video and standard banners. The goal of the online campaign was to build brand awareness and drive users to Dell’s website for details on its newest products and solutions. The digital team tracked the performance of the campaign for the three specific target markets: healthcare, technology and education, and for each segment, they analyzed the share of impressions that converted into site visits.
The Solution

One of the challenges faced by multi-format campaigns such as this one is fragmentation—lack of a central repository for all campaign serving and performance data that allows for easy review and optimization. This is especially challenging with In-Stream video, which is often served by the publisher or video network with separate reporting.

Sizmek resolved these issues by providing Dell with a one stop solution for all online components of the campaign. Sizmek served all In-Stream video, tracked all display ad formats and provided insights to the contribution of each ad format and publisher to overall campaign performance. In addition, the Sizmek platform attributed each conversion and site visit to the right ad, avoiding duplication and double counting.

“...This was a major campaign for us with a lot of moving parts. The Sizmek platform enabled us to see the big picture yet also dig into our data for attribution purposes and target-by target performance. We’re not only happy with the results; we also understand where they came from.”

Adam Potashnick | Global Media Director, MediaCom

Results

The Dell campaign was viewed by 27 million unique users and generated 162,000 site visits. Rich Media and In-Stream ads generated the highest performance results, with In-Stream ads delivering an outstanding .91% conversion rate.

Analysis also showed evenly balanced performance among the campaign’s three target audience segments, evidence that the campaign offered appeal across diverse verticals.