

How marta GmbH Leveraged InnovidXP To Cut Cost Per Lead By 70% & Boost Website Visits By 400%

Goal

Since 2021, marta GmbH, a Germany-based direct-to-consumer advertiser, has been revolutionizing elderly care services, enabling families and caregivers to connect seamlessly. For one of their 2023 campaigns, Jan Hoffmann, Founder of marta GmbH, aimed to transform linear TV into a performance marketing channel to generate high-quality TV leads and conversions. To achieve this, Hoffmann needed granular attribution insights to optimize in-flight and ensure linear TV achieved high-impact outcomes for their target audience.

Strategy

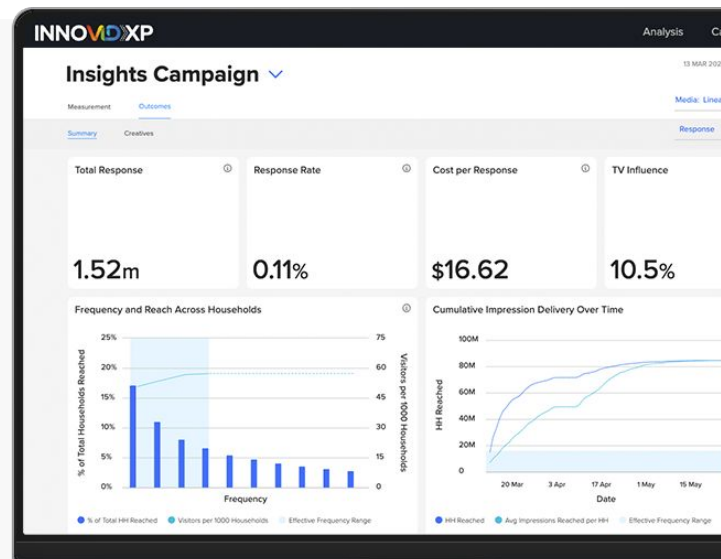
Hoffmann partnered with Innovid, leveraging InnovidXP’s advanced capabilities to analyze insights and optimize in-flight across creative, daypart, and TV channels. This collaboration significantly enhanced campaign performance and informed media buys. With Innovid’s support, marta GmbH experimented with new ad formats, such as news countdowns and corner placements, leveraging InnovidXP for rapid feedback and adjustments. Armed with InnovidXP insights, the team was able to make quick shifts to higher-performing channels. Within six weeks, optimizations reduced **cost per lead by over 70%** and **increased website visits by over 400%**.

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With InnovidXP, we were able to disprove the traditional media assumptions using data-driven reporting. It turns out that longer spots are more effective at generating TV leads than shorter ones for us. Beyond length, we were also able to pinpoint our top-performing TV channels over the long term, shaping our media strategy and guiding us on where to concentrate our efforts for future ad negotiations and partnerships.

Jan Hoffmann, Founder | marta GmbH

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*Dashboard for illustrative purposes only