

Mynt Agency Boosts ROI By 25% And Achieves Up To 4x ROAS With InnovidXP

From Local To National, InnovidXP Enables Mynt To Deliver Superior Campaigns And Strengthen Industry Leadership

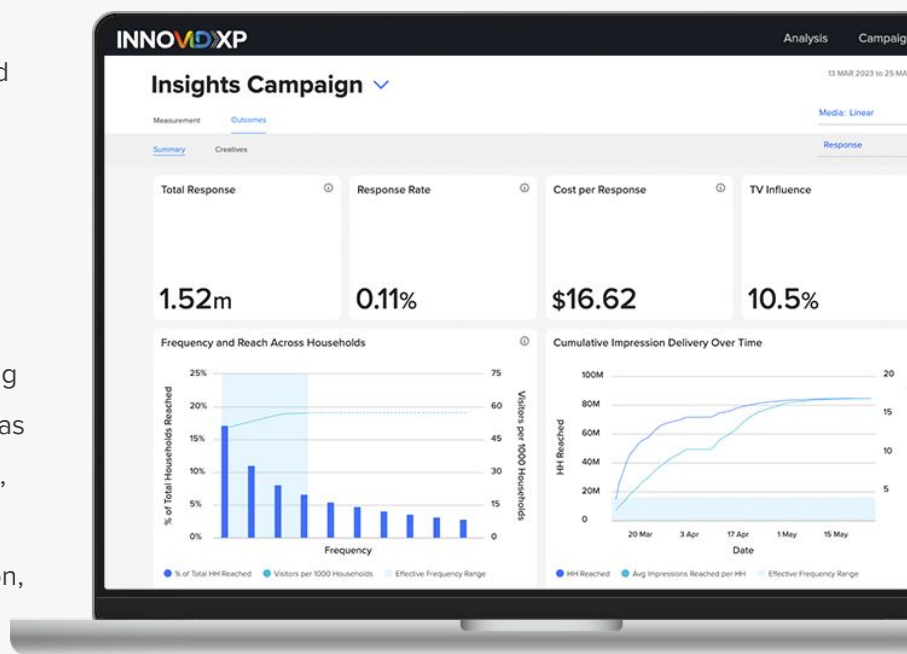
Goal

Mynt Agency, founded by TV and radio industry veterans, has thrived for over 30 years as a global agency across traditional and digital marketing channels. With over 1 million ads placed and \$2 billion in revenue, Mynt embodies value through data-driven optimizations and grit. To drive superior results, Mynt aimed to understand the customer journey, measuring outcomes like sales, sign-ups, and website visits. This goal was to deliver exceptional campaign performance and solidify industry leadership.

Strategy

At the heart of Mynt Agency lies the ethos of “Execute and Win,” a mantra driving their relentless pursuit of success in every campaign. Recognizing the importance of comprehensive coverage and precise analytics, Mynt took the initiative to partner with Innovid, further enhancing their ability to deliver outstanding results.

- Trusting Innovid’s independence and expertise, Mynt utilized InnovidXP to gain deep insights and execute in-flight optimizations across various channels and demographics.
- With InnovidXP delivering insights at local and national levels, Mynt continuously refined its strategies to enhance campaign performance.
- Additionally, Mynt went beyond the norm by using InnovidXP to measure and track outcomes such as sales, sign-ups, downloads, information requests, and website visits for diverse clients spanning finance, healthcare, direct-to-consumer, education, automotive, and more.



*Dashboard for illustrative purposes only

Results

Mynt Agency's campaigns thrived with the help of InnovidXP's advanced insights. Utilizing InnovidXP's spot log upload feature, Mynt enhanced campaign accuracy and extended its comprehensive coverage across local and national mediums, covering all 210 DMAs. Through a detailed analysis of InnovidXP data, Mynt was able to secure full-funnel attribution, gaining a deep understanding of the entire customer journey. This comprehensive view empowered Mynt to identify the best-performing channels, programs, and dayparts, enabling strategic optimizations and resource reallocation to capitalize on strengths.

As a result, Mynt Agency witnessed the following, showcasing their ability to generate substantial value:

25%

Improvement in ROI

4x

ROAS Achieved

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Mynt Agency has proudly harnessed the power of InnovidXP for several years, leveraging our partnership to drive exceptional results across diverse industries. InnovidXP's granular reporting across our linear buys provides valuable insights into station, program, creative, daypart, and time series data, all tailored to key metrics that matter most to our clients. This strategic alliance has been instrumental in our success, and we're excited to continue breaking new ground and achieving even greater heights with Innovid by our side.

Shane Yarchin, COO | Mynt Agency

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Recommendations

- ✓ Learn from Mynt's success by using **local measurement to precisely target audiences** based on geography, which is critical for regional businesses.
- ✓ Mynt tracked more than standard site visits, **catering to diverse needs of verticals** such as finance, healthcare, direct-to-consumer, education, automotive, and more.
- ✓ Consider using **dynamic technology** to customize messaging to resonate with local demographics.

Contact solutions@innovid.com to learn more about measurement with InnovidXP

 innovid.com