



## Eden is a media investment advisory boutique helping growing consumer brands and services increase productivity from their media dollars.

We guide brands to move beyond their strict reliance on bottom-funnel “performance media” and start thinking more broadly about “media performance,” an approach that will allow them to judiciously build scale while respecting both blended and channel level CAC.

The founders of Eden had long observed a fundamental mismatch in the market between mid-market clients’ needs and agency offerings. Large, integrated shops may offer the tools, talent and channel-level expertise, but clients with more modest budgets rarely have consistent access to senior talent and attention. At the same time, the reality of agency economics means that specialized boutique agencies can rarely achieve scale (and therefore expertise) in more than a small set of channels. And that means clients are often forced to make a tradeoff between business driving cross-disciplinary strategy and specialty expertise at the executional level.

Founded in 2019 by agency veteran, Alison Monk, our team of seasoned Media and Analytics experts has served leading brands including GoodRx, The Farmer’s Dog, Firstleaf, Jackpocket, Connie Health and A Place for Mom through crucial periods of growth and transformation.

### **Our scope of services includes a mix of ongoing media management retainers and strategic consulting engagements, and answer such pressing questions as:**

- Can TV be the exponential growth driver we need to support pre-IPO sales targets, without compromising blended CAC?
- How can we measure and continuously optimize the impact of our cross-channel media mix on indirect transactions via our retail channel partners?
- How can we gain traction in share of voice ahead of emerging competitive entrants?
- What is the required investment size and channel allocation to attract and convert our aspirational consumer target more aligned with the brand’s evolving merchandising and pricing strategy?
- How can we exploit the complexity and dynamic fluctuations of the media inventory markets to maximize impressions and inventory quality month over month?

For additional case examples and information about the team, please visit us at [edencollective.co](https://edencollective.co).

Read about how Eden Collective wins business by applying old-school knowledge to new-school execution on [Digiday](#).

Watch [From Performance Media to Media Performance](#) to learn how The Farmer’s Dog challenges DTC conventions to drive new customer acquisition.

# Case Study 1: How can we evolve a direct-response television campaign into a full-funnel performance engine that drives brand awareness without sacrificing short-term sales?

## SITUATION

In February 2020, when we first evaluated the video strategy of our client, a fast-growing subscription pet food, we observed a familiar pattern characteristic of many DTC brands migrating from digital to broader reach channels:

- **Low Reach:** A network list dozens of rows long, most with minuscule audience reach and most with little alignment to the target audience
- **High Frequency:** Hundreds of spots per week (often several times per hour) in tiny networks with low viewership
- **Erratic Clearance:** Wild, unpredictable swings in budget pacing week over week

While their agency's attribution dashboards promised strong volumes at attractive cpms, our client wisely began to suspect that this rosy picture did not reflect the clear signs of diminishing returns they could see in their own blended CAC calculations.

Our client's instincts were correct. In fact, their media buy was neither delivering against the audience target nor volume they needed to scale. By using a measurement methodology that over-credits small airings, their previous partner had optimized them into a corner. Even when the dashboard's recommendations were accurate, with a buying approach reliant on the "remnant of the remnant" in an increasingly tight inventory market, the clients could not consistently secure the strong-performing inventory.

## STRATEGY

Over the course of two years, we have partnered closely with our client to radically alter their approach across three key dimensions:

### Media Planning

- Using a combination of syndicated research tools and deterministic audience reach data supplied by iSpot's ACR panel, we identified and migrated to networks and programming with high concentrations of the client's target audience
- To preserve consistent audience reach while also maintaining an attractive CPA, we introduced a portfolio approach to network selection and optimized within network tiers
- Focused high-cost CTV investment to build frequency against lighter TV viewers and surgically deliver net new reach among the unexposed

- Incorporated brand building Reach and Frequency targets as a secondary KPI in concert with blended CAC
- Maximized the impact of high-profile, high-cost brand "event" investments, such as the US Open, by delivering additional frequency against these newly exposed audiences for several weeks in lower cost cable sports programming, bought through the Direct Response inventory market

### Media Buying

- Improved budget pacing by managing to a 90%-100% clearance goal, dramatically improving weekly sales forecasting
- As budgets scaled and the Direct Response inventory market's increasing unpredictability put sales forecasts at risk, developed a highly flexible and nimble approach to the various Video inventory markets (DR, Scatter, Upfront), balancing price efficiency with confident delivery.
- For '21 / '22, executed a substantial buy in the Upfronts (17% total budget) to guarantee consistent clearance in our best-performing networks. In Q4 2021, our Upfront News buy was delivered at rates lower than the DR market at that time
- Leveraged a combination of network-direct CTV buys to ensure more premium inventory delivery and programmatic for improved audience targeting

### Measurement Strategy

- Developed a Measurement Strategy and Framework that utilizes both iSpot ACR data along with more traditional spike over baseline spot attribution to inform short-term network optimizations while accounting for longer-term impact of television
- Ran Scenario Plans as part of the 2022 Planning Process to identify next best opportunities for improving CAC by driving more value from TV
- Developed a pro forma, reforecasted on a weekly basis, to provide a road map for success in 2022 and ensure actuals are aligned with the plan

## RESULTS

In the two years since our partnership began, this client has successfully scaled video budgets 4x while retaining a positive blended CAC.

## Case Study 2: How can we enable mass media to overcome the lack of achievable scale in digital, while still maintaining tight CAC constraints?

---

### SITUATION

Following a first-mover advantage in several large states and a steady stream of efficient leads generated predominantly through social and search, our client hit a point of diminishing return. With an emerging competitor, it became imperative to scale investment in media. A still-limited geographic footprint due to the state by state regulatory environment meant our client was not yet able to take advantage of the substantial efficiencies associated with a national media investment. Seeking to build rapid market share while also managing to a tight CAC parameter, the client retained Eden to navigate through a range of strategic alternatives, including channel strategy, investment size, media forecasting, and measurement.

### STRATEGY

- As DMAs did not align neatly with state lines and media costs varied widely by market, we began identifying markets with a high concentration of our target as well as a “spill” analysis to understand the economics of supporting DMAs whose audience “spills” into states not currently in our client’s footprint
- Launched an initial 12-week local broadcast TV pilot to gauge efficacy of the channel in disparate markets while managing to tight CAC parameters
- In order to mitigate costs associated with excessive spill, we developed a surgical CTV strategy to extend reach to our pockets of audience outside the linear coverage zones, such as Southern NJ which falls within the Philadelphia DMA (NJ but not PA are part of the current client footprint)
- Planned and launched a local radio strategy focused on news/talk properties to add support in established markets and build familiarity with the brand
- Flighted media based on peak interest opportunities allowing for expanded coverage and building brand awareness while maintaining CAC
- Overlaid CRM data with 3rd-party demographic attributes to identify the attributes of high-value customers, enabling us to better focus our limited investment on the highest potential audience

### RESULTS

- Since our single DMA launch in January 2021, we have expanded into 10 DMAs, each with a distinct market-specific media mix
- We have calculated the economics of a national media strategy and laid out the parameters for when the client’s footprint makes national media an efficient option