

Several Agencies Across the Country Came to Orange 142 to Improve Campaign Results

An agency in Colorado RFP'd Orange 142 for an upcoming annual campaign for a travel client that they had been running with a different partner. They were looking to see what we could do to improve the current campaign results.

We presented a comprehensive plan that included foot traffic reporting as an added value and were able to provide a lower CPM with more transparency into where ads were running. The agency awarded us the business on a trial basis, with the expectation that we would increase visitation by a minimum of 10% over the prior partner. We exceeded the last partners efforts by 27%!

The agency has since RFP'd and awarded Orange 142 multiple campaigns for additional advertisers, as well as renewing the current campaign.



How Orange 142 Delivered Results To Several Agencies

CUSTOM DASHBOARDS

We created a custom dashboard that showed programmatic, search and social views that was available within 72 hours of campaign launch.

COMPREHENSIVE PLANNING

We presented a comprehensive plan that included foot traffic reporting as an added value and were able to provide a lower CPM with more transparency into where ads were running.

INDIVIDUALIZED CAMPAIGNS

We were able to create individual campaigns for 300+ franchise locations, activating unique tactics that would resonate within each geo-location.

To learn more please visit orange142.com

Helping a Multicultural Agency in the South

An agency in the South came to Orange 142 for help with a multicultural campaign that they were pulling from Simpli.Fi due to them not running a portion of the campaign during the correct flight dates.

- » We were able to exceed our SLA's timeframe by turning around a proposal within 24 hours due to the urgent nature of the request. We were able to bring several new ideas to the agency on how to reach their African American graduate student target.
- » We were awarded the business and were able to get the campaign available within 72 hours.
- » We created a custom dashboard that showed programmatic, search and social views that was live within 72 hours of campaign launch.
- » The agency needed customized quarterly reports within their Google Sheets which we were able to update for them, along with providing additional audience insights.



An Arizona Agency Seeking to Up Their Revenue Stream

A creative agency in Arizona had upcoming campaigns where they were looking to add to their revenue stream by adding media buying services. They had a franchise client who was looking to run a connected TV campaign, so the agency turned to Orange 142 for their white-label solutions.

- » Our team put together a strategic plan that detailed how we would go about accomplishing the clients goals.
- » We proposed the idea of using foot traffic reporting to show ROI on their paid media efforts.
- » We were able to create individual campaigns for 300+ franchise locations, activating unique tactics that would resonate within each geo-location.
- » We competitively conquered other chiropractic offices in each location.
- » Once the campaign ended we created a detailed campaign insights report that the agency was able to present to the client.
- » We were able to help the agency win additional business from this client as well as gain additional media budgets from other clients in their roster.

At the end of a 6 month campaign we delivered:

1,312

Store visits

96.62%

VCR