

Case study



MEDIA GROUP

Bauer Media – Using MicromarketerG3
to optimise spatial decisioning for Radio
Station advertising



The challenge

Bauer Media Group is one of the world's largest privately owned media businesses with media assets all over the globe. Founded in Hamburg in 1875 and now in its 5th generation of family ownership, the Bauer Media Group reaches 200 million consumers worldwide and operates in 14 countries with 15,000 employees.

After acquiring 40+ new radio stations, Bauer Media needed a way to match the new radio catchment centres to Postal District centroids to ensure their clients' paid advertising was optimised and the right adverts were hitting the right listeners in the right locations. When asking their smart device to play the radio station, it's important the radio stations are mapped to the right locations to serve the right ads.

Previously, the centres of radio stations were assigned automatically to where the town or city centre was located meaning in some instances, advertising could have been delivered to the wrong listeners. In one example where a pin was automatically assigned, just 11% of the pin's coverage area was assigned to the correct catchment.



The solution

MicromarketerG3 is Experian's OnPremise customer and spatial analytics solution, providing users with tools to deliver mapping, reporting and data analysis, using Experian's proprietary Local Area datasets and Segmentation data, in combination with mapping from Esri.

Using MicromarketerG3's Distance Analysis tools – Bauer Media were able to ensure their radio station pins were placed in the optimum position, meaning adverts delivered through radio stations were hitting the right audience, first time.

The result

This meant Bauer were able to ensure their clients' adverts were optimised for their listener's location, meaning the right ads were served to the right areas and their clients' marketing spend was being used effectively. For listeners, it meant they were accessing the right radio station for them through their smart device, and they were being served ads that were relevant to their location.

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Without Experian's MicromarketerG3 Product and the Distance Analysis tools, this analysis and resulting re-location of station points wouldn't have been possible for us to do accurately.”

**Daniel Steele, Regional Insight Manager
Bauer Media Group**

Find out more

To find out how we can help you with your regulatory requirements, or broader needs, get in touch today.



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