

Working with Vertis Media to evaluate the performance of an advertising innovation B2B platform (Thriize)

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Business Partner: Vertis Media LTD
Associate: Thiago Carneiro

Background

In 2022, approximately 70% of small businesses invested in social media advertising (Visual Object). Brands spent 63% of their ad budget on social media, whereas customers spent only 34% of their online time on it and the other 66% on the open web, completely outside social media (OpenX, 2020). There is a clear disparity between these metrics. The problem that brands are experiencing on social media is that their posts get lost due to the large amounts of interesting content, flying by potential customers' screens without being noticed.

Challenge

Vertis Media is currently launching Thriize, an innovative social display platform that helps small businesses produce and distribute eye-catching social media content for new audiences and to increase engagement.

As a new and untested platform, Vertis Media is exploring innovative methods to evaluate the performance of their product, once it is launched, and ensure its success. While the company is yet to establish monitoring or analytics systems to track platform performance, it recognises the importance of data analytics in assessing the product's effectiveness. With a focus on growth and development, Vertis Media is committed to building the expertise required to evaluate performance using key performance indicators (KPIs) and metrics, and pave the way for a successful launch of the Thriize platform.

Solution

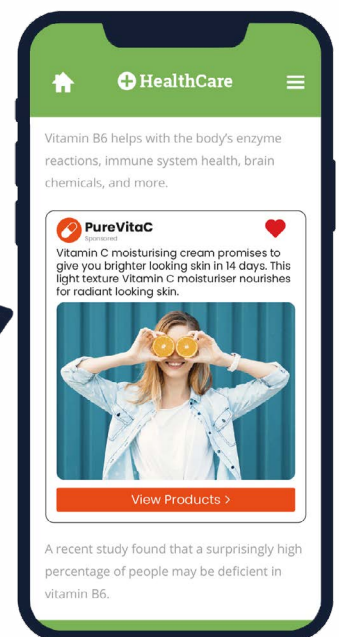
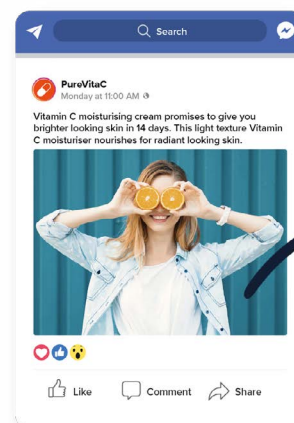
Seeing the potential for collaboration to conduct an in-depth evaluation of Thriize's performance, Vertis Media undertook an Accelerated Knowledge Transfer to Innovate (AKT2I) project with academics from Department of Marketing at Royal Holloway, University of London. The

project aims to evaluate the platform's strengths and weaknesses, fill existing technological gaps, improve the overall performance, and make the platform live in the market.

Thiago Carneiro, a Digital Marketing Masters graduate with extensive experience in data management and marketing analytics, was appointed as the AKT2I Associate by Royal Holloway on this four-month project. His tasks included monitoring the platform's performance, identifying the relevant KPIs and metrics, using Google Data Studio to design a dashboard



Laura Cioffi, Vertis Media





Dr Nisreen Ameen

to evaluate performance, and producing a report of the overall platform's performance.

Lead academic Dr Nisreen Ameen from the Department of Marketing in the School of Business and Management worked with Laura Cioffi, Co-founder and CEO at Vertis Media, to supervise Thiago Carneiro on this AKT2I project. Nisreen

is an expert in digital marketing and has experience in evaluating digital marketing platforms using various KPIs and metrics. Her expertise comes from both research and teaching marketing analytics and using it to assess the performance of digital platforms, to offer new insights and design action plans. Dr Nisreen Ameen explains:

“The project and what the company focuses on are right within the heart of my research interests. A lot of their work is based on marketing automation and platforms that require marketing analytics. This is the kind of research I am interested in, and I am working on as well.”

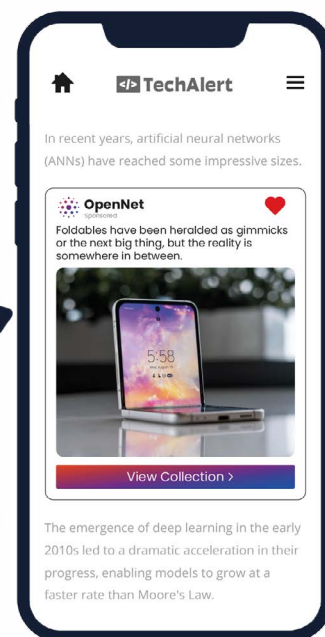
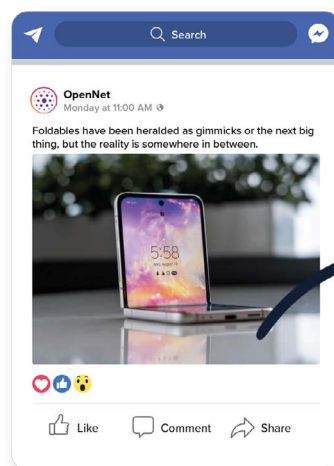


School of Management

Working with Dr Nisreen Ameen and Thiago Carneiro, the project team took a proactive approach by evaluating the Thriize platform in terms of its performance and ways to improve it. The team has used their digital marketing techniques and multivariate modelling skills to understand and interpret data, evaluate performance, and provide better customer experience through marketing automation.

Impact

The AKT2I project has contributed to an in-depth evaluation process of the Thriize platform, enabling the platform to work efficiently and improving Vertis Media's financial growth. The project has built a dashboard of key metrics and indicators of the platform that Vertis Media can continue to use after the completion of the project. After the platform optimisation, customers are expected to extend the lifespan of their content up to ten times and increase engagement by up to 50%.



During the project, the Associate developed his skills and knowledge through exposure to digital marketing problems. Moreover, Thiago supported the company in achieving the project goals. Laura Cioffi, Co-Founder & CEO at Vertis Media, said:

“The project has helped us achieve these goals. The associate, Thiago, has been really helpful, supporting us on a lot of practical actions. Especially, he is an expert in the marketing route, which it is what we also needed to reach the right audience, get data from them and adjust the platform.”

The impact on the AKT2I academic was very positive, with Dr Nisreen Ameen stating that:

“Working with them has been really helpful in terms of getting to know more about how things work from the industry perspective. This has had an impact also not just in terms of my own research, but I think the company has already started planning new papers and new research that we hope to be able to be published soon. And the owner of the company will be a co-author in the research paper as well. So, overall, it has been very positive.”