

Final Fore Media

CASE STUDY: Beta To Better

Loud & clear marketing solutions that drive your business

AT A GLANCE

Beta-testing is a great way to get into new channels on the ground floor. You can test out all the vendor has to offer and your feedback helps shape the platform's future features, ensuring better alignment with your needs.

RESULTS

Beta testing new platforms is your ally when looking to maximize results in a heavy growth market. While fancy tracking tools often times are not available yet due to early beta stages, it offers the perfect opportunity to try new strategies with low risk.



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CHALLENGES

Our Austin client's growth has been EPIC to say the least. So how do you take such a monster market and make it even better - test it!

SOLUTIONS

A lawn care franchise in Austin partnered with Final Fore Media (FFM) to tackle this challenge by adding Hulu during its testing/beta phase. We utilized the platform to target both the client's demographic AND hyper-target NCAA fans during March Madness, resulting in more than doubling their leads year over year.



Media Mix



Beta Testing



Lead Generation

BENEFITS

Mitigate Risk

1

One of the best ways to manage risk/reward is through Beta Testing new platforms. Doing this in a controlled environment helps you identify potential issues and challenges before committing fully, reducing the risk of implementing unproven tactics.

Early Access to Innovation

2

Beta Testing gives you early access to new features and platforms, leveraging innovative solutions with a chance to see if your audience resonates with this channel, all while providing an opportunity to stay ahead of your competition.

Lead Generation

3

With the main KPI of form fill leads as the goal, Austin knocked this Beta Test out of the park, demonstrating significant business momentum, and indicating a highly effective marketing strategy.

UPDATE: Now that Hulu merged with Disney, the platform is powered by Disney with enhanced tracking capabilities, audience targeting and access to not only Hulu, but now Disney's Extended Network, Disney+ & ESPN+!