

CASE STUDIES





CASE STUDIES

AUTOMOTIVE



CASE STUDY

AUTOMOTIVE DEALERSHIP BOOSTS LEAD QUALITY & SERVICE REVENUE WITH NEXSTAR AUDIENCE ACTIVATOR



294 NEW
LEADS

Received Over 4-Month
Campaign



125 NEW

Service Department
Appointments Booked



\$24,900

New Service Revenue

CHALLENGE

An automotive dealership faced challenges with generating high quality leads and increasing conversions. Operating in a single market, they needed an effective solution to boost both lead volume and the quality of prospects, resulting in a direct impact on their overall conversions and service revenue.

TACTICS & RESULTS

Using Nexstar Audience Activator's **Lead Generation**, the client saw impressive results over a four-month campaign, driving significant value for their service department. They were able to average **3 net-new leads per day** in a one-month period, and 43% of the new leads submitted translated into services showcasing the **high quality of the leads** generated.

By performing a match-back analysis covering the campaign duration, Nexstar Audience Activator confirmed the direct correlation between targeted advertising efforts and lead generation, providing the client with quantifiable proof of their ROI.

CASE STUDY

BMW OF STERLING INCREASES SALES & SERVICE REVENUE WITH NEXSTAR AUDIENCE ACTIVATOR



4,500

Monthly Identified
Website Visitors



5%

Increase in
Services



1.55%

Increase in
Sales

CHALLENGE

BMW of Sterling, a single-market luxury dealership, had a goal to establish a strong brand message around their expansive EV service bays. To display themselves as the electric authority for BMW, they needed unique ways to send targeted advertising to their prospective customers and be able to tie it back to ROI and ROAS.

TACTICS & RESULTS

By leveraging Nexstar Audience Activator's patented technology, BMW of Sterling gained new insights into their marketing and sales attribution. These insights included matching customers who visited their website and came into the dealership as well as identifying in-market customers looking for luxury electric vehicles near their dealership.

The dealership was able to see month-over-month growth and directly attribute their increase in sales and services through matchback of their in-market targeted audience within our platform.

CASE STUDY

AUTOMOTIVE DEALERSHIP SEES 20% SALES INCREASE USING NEXSTAR AUDIENCE ACTIVATOR



9% Increase

In Service Transactions

20% Increase

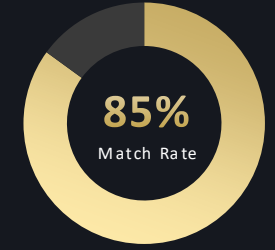
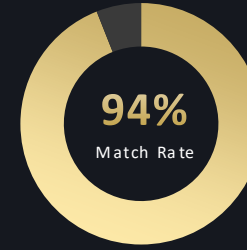
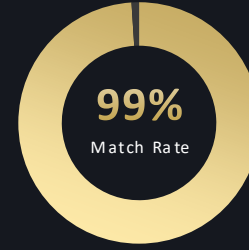
In Sales

TARGETING WAS FINE TUNED

Activating first-party households across MVPDs for Data-Informed Linear and Streaming TV at the hyperlocal level.

Addressable geo=fence activation targeting first-party in-market households.

Nexstar Audience Activator used partner relationships to trial beta technology, matching 85% of households.



CHALLENGE

An automotive dealer servicing the Tampa, Florida market faced a unique challenge. They aimed to gain market share by leaning deeper into data-driven media while many other dealers were cutting ad spend. The dealership sought to drive efficiencies and prove the scalability of a first-party addressable TV targeting solution at the hyperlocal level.

TACTICS & RESULTS

The automotive dealership utilized Nexstar Audience Activator to build a first-party audience, which served as the basis for their media strategy. In collaboration with Nexstar's partners, this data was used to develop customized media plans for both Linear and Streaming TV. Targeting was fine-tuned to specific cable zones and zip codes, and success was gauged by KPIs focused on revenue from vehicle sales and service appointments.

The partnership enabled first-party audiences to be securely matched to households in a privacy-safe way, maximizing match rates and audience fidelity. The campaign proved that it's possible to scale first-party data for use in video at the hyperlocal zip code level.

CASE STUDY

NEXSTAR AUDIENCE ACTIVATOR ADTECH USES DATA INFORMED CAMPAIGNS TO PROVE INCREMENTALITY



Website
Leads

↑ 32%



Dealer
Visits

↑ 30%



Vehicle Detail Page
Visits

↑ 61%



Retail
Sales

↑ 36%

CHALLENGE

Using Nexstar Audience Activator's data-informed media strategies and tactics, we went head-to-head against a National OEM program and benchmarked our results against theirs. The dealer leveraged Nexstar Audience Activator's ad technology for their campaigns using the best-in-market audience data for unbelievable results.

RESULTS

In regions using our data-informed campaigns, our results were higher AND trended upwards—while the results trended down in regions not leveraging our AdTech. We saw sales and traffic incrementality in the regions we focused on. These results have been consistent within other campaigns and across multiple markets.

CASE STUDY

NEXSTAR AUDIENCE ACTIVATOR'S IN-MARKET AUDIENCES OUTPERFORM THIRD-PARTY DATA BY 3X IN SALES

3X Sales with In-Market Audiences

Nexstar Audience Activator measures everything by household and can see the journey to purchase. Nexstar Audience Activator's in-market audiences outperformed their third-party data by 3x in sales.

1 Million+

New Identified HHs

Working with approximately 100 dealerships, we sent them over 1 million new identified households within 3.5 months.

95%

of HHs

95% of identified households were net-new, in-market hand-raisers that still needed to be targeted by the brand or dealership within the campaign.

20%

of Sales Matched Back

The campaign drove strong attribution, with 20% of total sales matched to Nexstar Audience Activator-identified households.

CHALLENGE

A large domestic automotive brand needed better capabilities for tracking attribution within their marketing campaigns to increase their advertising results.

They were partnered with one of the largest advertising agencies and wanted to discover new ways to amplify their marketing strategies for higher matchback rates and increased sales.

TACTICS & RESULTS

Our solution to building net-new audiences of incremental data can be customized to fit your marketing strategy, whether you market in-house or use an outside agency.

Nexstar Audience Activator's fresh and accurate data sets help you get the most from your campaigns if you're running retargeting.

CASE STUDY

NEXSTAR AUDIENCE ACTIVATOR'S LEAD GENERATION BOOSTED SHOWROOM VISITS AND SALES FOR AN AUTOMOTIVE MANUFACTURER

3.9%

Sales Conversion Rate

From Nexstar Audience Activator identified and marketed households

7.9%

Service Transaction Rate

From Nexstar Audience Activator identified and marketed households

5,064

Leads

Nexstar Audience Activator Lead Generation helped in acquiring more leads, resulting in 202 sales and 403 service repair orders

CHALLENGE

A manufacturer was determined to improve leads and showroom foot traffic through a website promotion. The challenge lay in not only attracting leads, but in transforming them into real business transactions. They wanted to know which website leads from the promotion would result in customers, either through a sale or a service transaction.

TACTICS & RESULTS

Using Nexstar Audience Activator's Lead Generation rewards program, an on-site promotion tool designed to create excitement for interested website visitors, they incentivized potential customers to submit their information and then pushed this data instantly into the manufacturer's CRM.

The manufacturer sent incentivized SMS texts, instant emails that included mobile-friendly printable coupon codes, and weekly emails delivered to people with unredeemed promotions. By employing this innovative approach, the manufacturer not only increased leads, but successfully converted them into sales and service transactions, yielding real and quantifiable value.



CASE STUDIES

FINANCE



CASE STUDY

CREDIT UNION HARNESSSES
FIRST-PARTY DATA
TO BOOST MEMBERSHIP
USING
NEXSTAR AUDIENCE
ACTIVATOR'S
ADTECH

71%

New Membership Quarter-
over- Quarter



Member
Base
Increased

81%

Increase in Returning HHs
Month-over- Month

CHALLENGE

A community-focused credit union, aimed to increase their membership base but struggled to achieve significant results with traditional methods. They set goals to increase their display, social ads, and direct mail, and to revolutionize their acquisition strategy and revitalize growth.

TACTICS & RESULTS

The credit union's outreach was enhanced with household-level, first-party data, offering them a higher level of granularity and precision in their marketing campaigns. This enabled them to target website visitors with personalized ads, nurturing them into becoming new members.

Comparisons of match backs ensured that data was kept up to date, maintaining effectiveness and accuracy in measuring strategy results. Nexstar Audience Activator® is a **SOC 2 compliant platform**, following the SOC 2 principles of Privacy, Security, Availability, Processing Integrity, and Confidentiality.

CASE STUDY

NATIONAL AUTOMOTIVE LOAN REFINANCING COMPANY INCREASES FUNDED LOANS USING NEXSTAR AUDIENCE ACTIVATOR'S

2.73%

Increase in
Funded Loans

16.68%

Increase in
Financed Loans
Month-Over-Month

9,783

Monthly Identified
Households

CHALLENGE

A national automotive loan refinancing company needed a way to instantly retarget their website visitors. Due to the “shop around” nature of their business, the loan refinancing company knew most of their website visitors look at multiple companies when assessing refinancing a vehicle or evaluating their current loan/lease program.

TACTICS & RESULTS

The automotive loan refinancing company deployed Nexstar Audience Activator's instant marketing activation, including **SmartMail, digital display, and social media**.

Direct traffic and pay-per-click continue to be the most significant drivers of traffic to their website, contributing 69% and 35% of all identified site visitors, respectively. Nexstar Audience Activator® has been able to successfully help this company reach its unconverted website visitors and determine match backs on their website.



CASE STUDIES

HIGHER EDUCATION



CASE STUDY

HIGHER EDUCATION INSTITUTE FINDS NEW AUDIENCES & ENROLLMENTS USING NEXSTAR AUDIENCE ACTIVATOR'S



CHALLENGE

A client in the education sector faced the challenge of increasing visibility across its multiple markets in Texas to encourage enrollments and interest in their programs.

TACTICS & RESULTS

The client leveraged display ads and Nexstar Audience Activator's SmartMail feature to send personalized, direct mail to Nexstar Audience Activator-identified households, increasing the likelihood of engagement and conversion.

Year over year, the number of households returning to their site increased by 98% and they saw an average 12% increase in enrollments. These metrics demonstrate the bottom-line value our platform provides as it pulls households back in and promotes conversions.

Our client increased their marketing budget in two key geographic regions after observing higher enrollment rates in those areas, leading to even higher conversions. For example, the Waco region saw a 37% increase in enrollments year over year after we helped the client adjust their spend to better fit the geographic area.

CASE STUDY

UPS
PROVIDER USES NEXSTAR
AUDIENCE ACTIVATOR
TO ASSESS
AND IDENTIFY
THEIR AUDIENCE
CONVERSIONS



88%

Prospective Students Note
Enrolling in Classes

CHALLENGE

An upskill provider believed over 50% of their website traffic converted to enroll in their 30-hour driving program and wanted to confirm their assessment using Nexstar Audience Activator's patented technology.

TACTICS & RESULTS

Nexstar's Audience Activator identified and transformed their website traffic down to household address-based audiences within the platform. Then, using the provider's non-PII enrollment data, we were able to show that 88% of the prospective students visiting their website were not enrolling.

After identifying this new audience of prospective students, Nexstar deployed our AI-powered Audience Activator advertising to market to and influence the households most likely to convert and enroll.

CASE STUDY

TECHNICAL COMMUNITY COLLEGE SEES INCREASED ENROLLMENTS USING NEXSTAR AUDIENCE ACTIVATOR'S



17,390

Identified Prospective Students in 3 Months

65% to 85%

Month-over-Month Increase in Prospective Students

1,540

HHs Identified, Re-Engaged, and Nurtured

CHALLENGE

A public community college wanted to **increase local enrollment without using digital advertising.**

TACTICS & RESULTS

Identifying and transforming their website traffic into household addressable audiences, NEXSTAR AUDIENCE ACTIVATOR identified 17,390 households of prospective students. The AI-powered platform identified the **highest propensity households** each month and sent a total of 4,489 luxury mailers during a three-month campaign.

During this campaign, returning households of prospective students **increased month over month** from 65% to 85%. Our SmartMail marketing identified, re-engaged, and nurtured 1,540 households along their path to enrollment. Of the mailer recipient households, **one in three enrolled** – a total of 18% of the fall class.

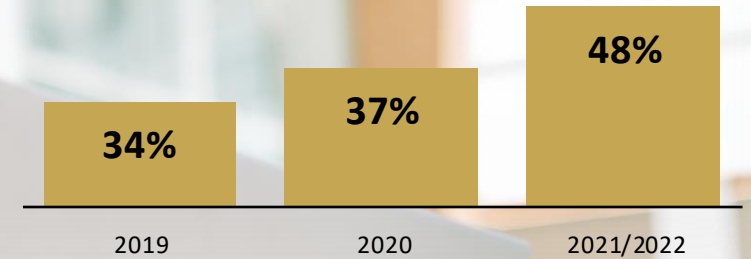
CASE STUDY

NEXSTAR AUDIENCE ACTIVATOR HELPS GENERATE 70% MORE PROSPECTIVE STUDENT LEADS

CREDIT: SURVEY BY EAB

Parental Influence Has Increased

Percentage of Students Naming Parents or Guardians in Their Top 5 Sources



CHALLENGE

Higher education spends a lot of money on marketing and advertising—roughly between \$429 and \$623 per enrolled student [1] and \$2.2 billion on advertising collectively. [2] Yet enrollments are at an all-time low due to the pandemic. According to the National Student Clearinghouse Research Center, “Postsecondary institutions have lost nearly 1.3 million students since spring 2020.” [3]

Fewer people are taking the SAT and ACT exams, which means less targeting information for colleges and universities. In 2021, the number of students taking the ACT declined by 22%. [4]

INFLUENCE & IMMERSE HOUSEHOLDS

Nexstar Audience Activator advertising ensures you reach the entire household. Studies show that choosing a college or university is usually a household decision. Most potential students are influenced by their parents. In fact, about 48% of students named their parents or guardians as their top five sources in 2021/2022. [5] It’s equally important to market to the parents as it is the students.

CASE STUDY

BEYOND THE CAMPUS BORDERS: HOW A PRIVATE UNIVERSITY GREW IT'S ENGAGED AUDIENCE BY 115%



115%

Increased Engaged
Households

67%

“Registration” Segment
Growth

29%

Boosted
“Apply” Intent

CHALLENGE

A higher education university faced a modern dilemma: how to grow enrollment beyond its immediate geographic market in the crowded and highly competitive online learning space.

TACTICS & RESULTS

Working with Nexstar Audience Activator, the university activated a digital-first strategy focused on awareness, education, and conversion, including Audience Generation, SmartMail, and Display Advertising. In just one quarter, engaged household audience growth rose 115%, and returning website traffic tripled, signaling stronger connection and intent.

All key Journey Segments saw a lift, including +81% in “Get Started”, +67% in “Registration”, and +29% in “Apply” clicks, driving steady application growth.



CASE STUDIES

HOME IMPROVEMENT



CASE STUDY

FLORIDA WINDOW & DOOR ACHIEVES 47X RETURN ON INVESTEMENT WITH NEXSTAR AUDIENCE ACTIVATOR

CHALLENGE

Identify and understand the households that were visiting their website, specifically those that did not complete the “Contact Me” form.

TACTICS & RESULTS

Florida Window & Door used Nexstar Audience Activator's Immersive Household marketing to Nexstar Audience Activator-identified households, leading them down the purchasing funnel to high-value transactions.

They also leveraged a Nexstar Audience Activator lookback campaign of website visitors who were determined by AI to be near a purchase decision in the last quarter, but who did not transact.

The lookback campaign ultimately yielded over \$80,000 in revenue from otherwise cold leads—a capability unique to the Nexstar Audience Activator platform.



\$80K+

In Revenue From Otherwise Cold Leads

16.9%

Increased Job Value

“

NEXSTAR AUDIENCE ACTIVATOR is our highest lead generating revenue source that we use, and I highly recommend it.”

Scott Berman
President, Florida Window & Door

CASE STUDY

SOLAR POWER OF OKLAHOMA BREAKS MONTHLY RECORD WITH 104% INCREASE USING NEXSTAR AUDIENCE ACTIVATOR AD TECH

CHALLENGE

Identify and transform website visitors into first-party household data and pull them through the buying funnel.

TACTICS & RESULTS

Solar Power of Oklahoma combined forces with their outside agency + Nexstar Audience Activator to increase website traffic, identify website visitors, and then target them with Immersive Household advertising. Using this powerful combination, they were able to increase installations with steady month-over-month growth, and an increase in converted Nexstar Audience Activator-identified households.



47

Installations Recorded
(Record-Breaking Month)

104%

Increase in Sales from the
Previous Year in the Same
Month

23%

of Sales Matched to
Households Identified by
Nexstar Audience
Activator

CASE STUDY

CREATIVE ENERGIES GENERATES 100X ROI WITH NEXSTAR AUDIENCE ACTIVATOR

CHALLENGE

Creative Energies, a solar company active in Wyoming & Utah, was struggling with low conversion rates. They had a decent flow of appointments and leads, but they struggled to turn leads into profitable sales. They needed a more targeted and effective strategy to convert website visitors into quality leads and ultimately sales.

TACTICS & RESULTS

Creative Energies invested in optimizing their SEO to make their website more mobile-friendly and to elevate UX on their website. They then partnered with Nexstar Audience Activator to identify and nurture potential in-market customers. Nexstar Audience Activator identified households visiting Creative Energies' website and instantly deployed targeted marketing to these identified households.

With a \$25,000 average job value for Creative Energies, just one sale generated by Nexstar Audience Activator created significant ROI. During their time with Nexstar Audience Activator, Creative Energies saw a 100x return on their investment.



8 Sales

Per Month During an
8-Month Campaign

CASE STUDY

HOME REMODELING CENTER INCREASED REVENUE BY 12% IN 2 REGIONS USING NEXSTAR AUDIENCE ACTIVATOR

CHALLENGE

A nationwide Home Remodeling Center wanted to generate new leads and increase sales from their existing target audience. They partnered with Nexstar Audience Activator to identify and convert website visitors into net-new audiences that the Home Remodeling Center couldn't reach with traditional retargeting methods.

TACTICS & RESULTS

In a one-month Nexstar Audience Activator lookback campaign, the Home Remodeling Center increased their total revenue across their Northern and Southern California regions by 12% and was able to see which region brought in more sales and higher ticket values.

This additional revenue came solely through new leads generated by Nexstar Audience Activator's AdTech. The ticket value for a converted lead identified by Nexstar Audience Activator's platform was 9% higher than the Home Remodeling Center's average.

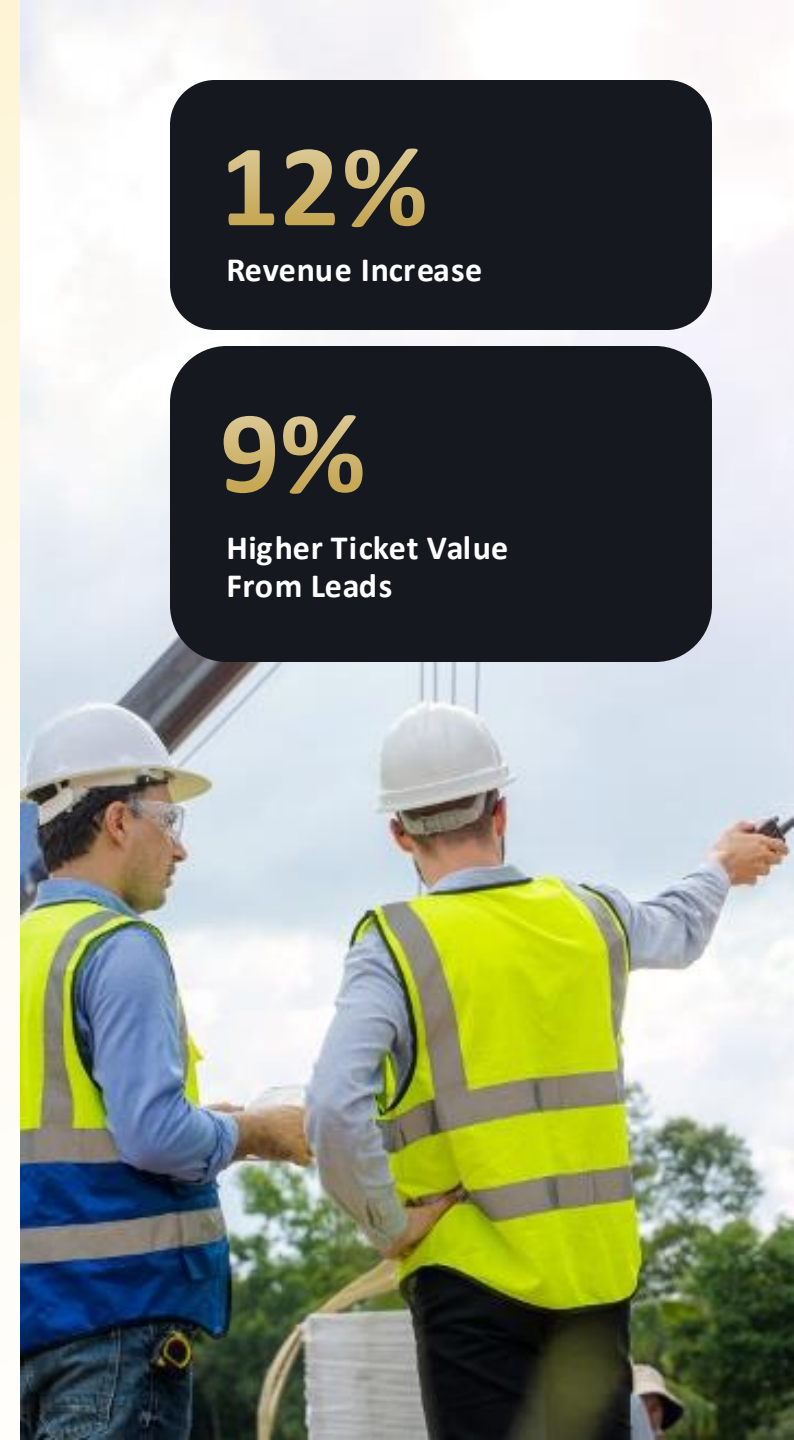
Not only were they able to attribute an increase in sales and ticket values to audiences identified and marketed to with Nexstar Audience Activator's technology, but they were also able to break down campaign results by geographic location.

12%

Revenue Increase

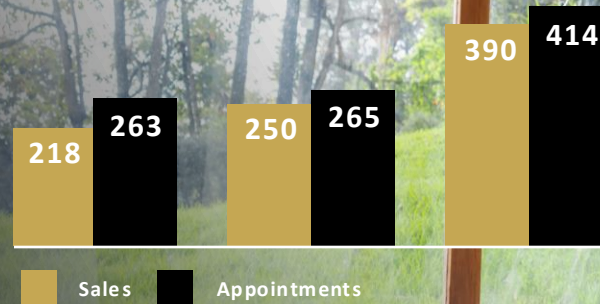
9%

Higher Ticket Value
From Leads



CASE STUDY

**WINDOW MANUFACTURER
GENERATES OVER
\$7M IN REVENUE FROM
NEXSTAR AUDIENCE
ACTIVATOR-
IDENTIFIED HOUSEHOLDS**



14.27%
Conversion Rate After One
Quarter

CHALLENGE

A regional window manufacturer had a goal to increase transactions and track lead appointment success by leveraging their website as a marketing tool.

TACTICS

The company utilized a lookback marketing campaign that was deployed to their identified website visitors' households. The window manufacturer saw a 14.27% conversion rate in their first quarter using Nexstar Audience Activator.

With the help of Nexstar Audience Activator's marketing attribution platform, this client was able to adjust overall marketing efforts and timing for their seasonal business based on average shopping timeline and sales-based attribution insights.

CASE STUDY

HVAC HOLDING COMPANY SEES HIGHER PROJECT VALUES AND RECORD ROI WITH NEXSTAR AUDIENCE ACTIVATOR

CHALLENGE

An HVAC holding company was looking for a way to help their 15 operating companies stand out among heavy competition. They wanted to use cutting-edge advertising technology to provide overwhelming value and boost sales and revenue within their brands.

TACTICS & RESULTS

The company used Nexstar Audience Activator's Audience Generation and Immersive Household Advertising combined with SmartMail, direct mail, and digital marketing campaigns for their HVAC operating companies that were distributed across the country.

The holding company was able to target website visitors that Nexstar Audience Activator's AI buyer propensity model identified as being closest to a purchase decision, proving timely and relevant communication.

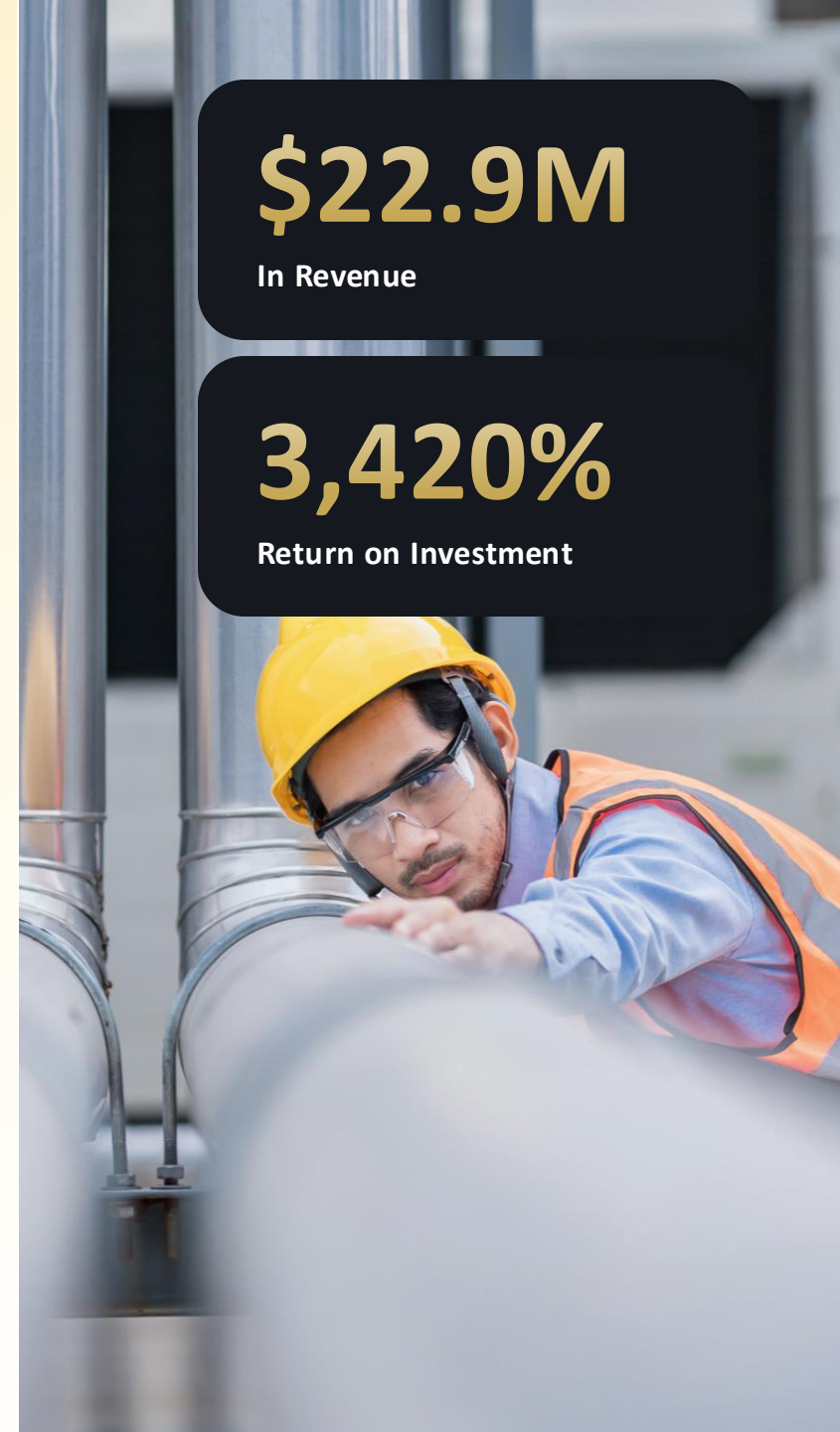
The HVAC holding company started with eight operating companies using Nexstar Audience Activator in their first month and rolled out to a total 14 of their HVAC operating companies by their fourth month after seeing higher project values and record ROI.

\$22.9M

In Revenue

3,420%

Return on Investment



CASE STUDY

KITCHEN REMODELING COMPANY INCREASED REVENUE BY 69.7% IN ONE MONTH USING NEXSTAR AUDIENCE ACTIVATOR



27.8%

Higher Ticket Value
from Nexstar Audience
Activator Identified Leads

CHALLENGE

A Northeastern kitchen remodeling company wanted to generate new leads and increase sales from their existing target audience.

TACTICS

Nexstar Audience Activator's omnichannel reporting offered an unprecedented look into exactly what marketing campaigns the company's shoppers received, and which channels were driving bottom-line revenue, so the company was able to optimize their campaigns towards their in-market shoppers and target audience.

Within just one month of using Nexstar Audience Activator, the company saw an increase in total revenue of 69.7%. This additional revenue came solely through new leads generated by Nexstar Audience Activator's AdTech. The ticket value for a converted lead identified by Nexstar Audience Activator's platform was 27.8% higher than the kitchen remodeling company's average.

CASE STUDY

LINDUS CONSTRUCTION FINDS HIGH-CONVERSION AUDIENCE USING NEXSTAR AUDIENCE ACTIVATOR

SPOTLIGHT

Lindus Construction used Nexstar Audience Activator to identify nearly 3,000 households who engaged with their website. They used Nexstar Audience Activator's platform to send omnichannel marketing to those households closest to a purchase decision, leading to 177 high-ticket conversions over a single quarter.

ELEMENTS USED

- Audience Generation
- SmartMail
- Addressable Video
- Immersive Household
- Social Media
- Digital Display Ads



NEXSTAR AUDIENCE ACTIVATOR has transformed our marketing strategy by revealing opportunities to engage with individuals we may not have reached otherwise. Their innovative approach has not only helped us identify new prospects, but also empowered us to effectively mine our database, allowing us to nurture existing relationships and maximize our outreach potential. Thanks to **NEXSTAR AUDIENCE ACTIVATOR**, we're connecting with our audience like never before!

LINDUS
SINCE 1979
CONSTRUCTION



CASE STUDY

FLORIDA HOME IMPROVEMENT CLIENT INCREASES SPEND WITH NEXSTAR AUDIENCE ACTIVATOR

BACKGROUND

A home improvement client who provides replacement windows, bathroom remodels, and other remodeling services has 3 locations in Florida.

TACTICS & RESULTS

The home improvement client launched their Nexstar Audience Activator campaign for one location. Following a strong performance in the first two months and at the team's recommendation, they expanded their campaign to a second location and increased their budget by 16% MOM. Their campaign was a combination of SmartMail and CTV.

Performance is measured through website engagement, specifically visits to the "Get a Quote" page. From October to January, visits to this page increased 60%.

In addition, The client consistently reports seeing Nexstar Audience Activator mailers displayed on customers counters during service visits, demonstrating strong brand recall and engagement.



↑ 60%

Visits to the website's "Get a Quote" page.

“

Targeted physical mail, when paired with video, can create lasting brand impression.

CASE STUDY

HOME SERVICES CLIENT UNLOCKED GROWTH OPPORTUNITIES WITH NEXSTAR AUDIENCE ACTIVATOR

CHALLENGE

A North Carolina-based home services e-commerce company, selling high-end residential heating solutions, needed to re-engage website visitors who researched products but did not convert. Because of the high cost of these purchases, buyers often returned multiple times and compared competitors before making a decision.

TACTICS & RESULTS

The campaign focused on high-propensity households that had previously visited the website without converting. Underperforming geographies were removed and urgency-driven display ads and direct mail were deployed to re-engage shoppers. Creative, timing, and messaging were optimized across channels with cart-abandonment triggers capturing high-intent audiences.

Within two months, the campaign generated 37 new purchases, delivered a 1:8 return on ad spend, and achieved an average buyer journey of just 15 days, prompting the client to extend the campaign.

1:8 ROAS

Return on ad spend

15 Day

Speed to Conversion

37 Sales

New Purchases From
Previous Non-Converting
Website Visitors





CASE STUDIES

RETAIL



CASE STUDY

**NATIONAL
E-COMMERCE COMPANY
INCREASES GROWTH BY
31% WITHIN HALF A
YEAR USING
NEXSTAR AUDIENCE
ACTIVATOR**

CHALLENGE

A national bedding e-commerce company wanted to measure and increase post-initial web visit transactional business. They enlisted Nexstar Audience Activator to help them gain valuable buyer timeline intel to help grow their business.

TACTICS & RESULTS

When this e-commerce client initially came to Nexstar Audience Activator, they believed most of their customers completed a purchase on their first website visit. Nexstar Audience Activator showed that over 50% of their website traffic does not do business with them until almost a week after their first visit.

Nexstar Audience Activator's transactional data measured incremental sales; web visitors who purchased 3+ days post-initial visit and after household level marketing was deployed. As a result, this e-commerce client saw incremental, month-over-month growth.



14.25%

Conversion Rate Increase
from 7.28%

5,754

Q2 Sales Increased from
3,961 in Q1

31%

Growth Increase in 6
Months

CASE STUDY

NEXSTAR AUDIENCE ACTIVATOR BOOSTS SALES FOR MATTRESS RETAILER

CHALLENGE

A large mattress retailer wanted to verify if their marketing was directly attributing to sales. Before teaming up with Nexstar Audience Activator, tying sales dollars to marketing was a challenge. Old analysis tools, including those using third-party cookies, weren't giving them the details or visibility into attribution they needed.

TACTICS & RESULTS

In just their first quarter of using Nexstar Audience Activator, their sales spiked by 21.82%, tracking back to households in their main markets. On average, Nexstar Audience Activator identifies 6,217 households a month for this retailer.

They started advertising in their first year with just three markets, tacking on another three before the year was out, after seeing success in their campaigns. By their second year they had exploded into 10 markets, doubling down on marketing in the spots they already knew well. This strategy paid off, with a half-million-dollar sales increase — all tracked back to audiences identified and targeted by Nexstar Audience Activator.



6,217

Identified Households
Per Month on Average

10 Markets

Expanded from 3

21.82%

Sales Increase

CASE STUDY

FURNITURE STORE GETS \$1.4M BOOST IN 6 MONTHS WITH NEXSTAR AUDIENCE ACTIVATOR

CHALLENGE

The goal was simple: increase transactions with a solid ROI. Reaching that goal in such a competitive industry was the tricky part. Nexstar Audience Activator provided the insights needed to influence the right shoppers at the right time.

TACTICS & RESULTS

Using Immersive Household marketing to influence identified website visitors, Nexstar Audience Activator helped generate \$1.4 million in sales during this period, resulting in a 1,665% return on investment.

The client saw a 163% increase in transactions within the first six months from Nexstar Audience Activator-identified households. This case demonstrates how our platform delivers exceptional results by nurturing interested households all the way to the point of sale.



163%

Increase in Transactions
Within First 6 Months

1,655%

Return on Investment



CASE STUDIES

SENIOR LIVING



CASE STUDY

SENIOR LIVING COMMUNITY'S LEAD GENERATION SOARS WITH NEXSTAR AUDIENCE ACTIVATOR

CHALLENGE

A senior living community grappled with the issue of reaching decision-makers for potential residents who were often not the ones touring the facilities and typically lived outside the local marketing radius. The community's goal was to increase leads for tours and move-ins.

TACTICS & RESULTS

The community used Nexstar Audience Activator's Audience Generation to identify 88,000 in-market households from website visitors. They combined this with Nexstar Audience Activator's segmentation tool to segment by type of care – allowing for more strategic & personalized marketing efforts to support their range of offerings. They then delivered a SmartMail direct mail campaign of 30,000 physical mailers over the course of a year.

As a result, the community saw 217 new community members move in, with a lifetime value of up to \$500,000 per resident, all identified and marketed to by Nexstar Audience Activator.



89,000%

Return on Investment

\$500,000

Lifetime Value Per Move-In

88,000

Identified In-Market HHs

CASE STUDY

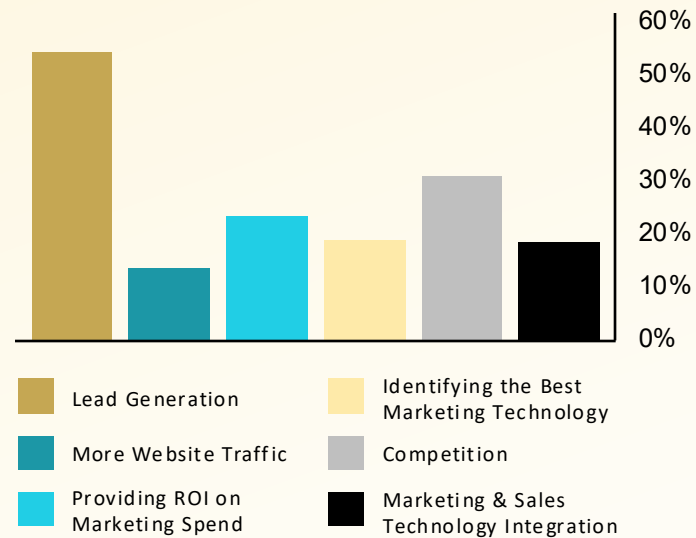
**NEXSTAR AUDIENCE
ACTIVATOR
HELPS SENIOR LIVING
COMMUNITIES
GENERATE 70% MORE
TOURS**

CHALLENGE

Senior living and care marketers spend upwards of \$400 per lead—and most leads don’t even convert. In fact, studies show the conversion rate is only 30%. Lead generation is a contender for being a top challenge for senior living communities—roughly 50% identify it as their top challenge.

Around 80% of senior living marketers use their websites to generate leads, but only 50% view it as effective. This is likely because most website visitors don’t convert on their first visit. However, roughly 75% of consumers researching senior living begin on search engines. Websites should be a top lead source.

Top Senior Living Community Marketing Challenges



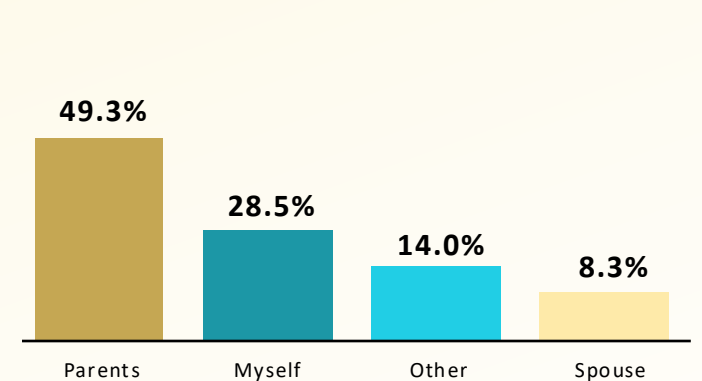
TARGET THE DECISION MAKERS

Choosing a senior living center is a careful decision, usually made by the entire family. It can take 25 touchpoints on average before an individual or family chooses an assisted living community. 49.3% of the time, children of the elderly in question are heavily involved in the decision-making process. However, a total of 71.6% are searching for assisted living for someone else.

Nexstar Audience Activator ensures those households searching on your website are reached with multiple touchpoints at the right times, propelling your audiences (down to a household level) to pick your senior care.

“Who are you shopping for?”

Percentage of respondents shopping for themselves vs. others for senior living communities



CASE STUDY

DRIVING GROWTH IN SENIOR LIVING: SENIOR LIVING COMMUNITY ACHIEVES 107% CONVERSION LIFT WITH NEXSTAR AUDIENCE ACTIVATOR

CHALLENGE

A senior living community faced rising costs to acquire new residents, along with long sales cycles. Traditional marketing methods were not delivering the efficiency or precision needed to connect with qualified households early in the decision-making process. They needed a way to engage future residents sooner, reduce cost per move-in, and accelerate occupancy timelines.

TACTICS

To meet these objectives, they implemented Nexstar Audience Activator's turnkey solution to engage in-market households at the right time with the right message. The strategy combined direct mail, digital, and streaming tactics to keep their senior living community top-of-mind and move prospective residents and their families further down the decision-making journey.

52% Reduced Cost
Per Move-In

\$236 Avg. Savings
Per Resident
Acquisition

107% Conversion
Rate Lift





CASE STUDIES SERVICES

CASE STUDY

PERSONAL INJURY LAWFIRM EXPERIENCES EXPONENTIAL INCREASE IN WEBSITE LEADS WITH NEXSTAR AUDIENCE ACTIVATOR



1,500

Website Visitors
Identified Monthly

CHALLENGE

A multi-market personal injury law firm aimed to convert more of its website traffic and lower their costs per acquisition.

TACTICS

Nexstar Audience Activator sent instant and lookback marketing campaigns to their website visitors, including direct mail, digital display ads, and social media. In a single quarter, this personal injury law firm increased their converted cases by 0.86% due to households identified by Nexstar Audience Activator.

They had 160 converted cases and 128 non-converted cases (cases they could not take on to represent) thanks to Nexstar Audience Activator's ability to identify in-market audiences. Since they could convert visitors into leads, they spent far less on acquisitions. This is significant since a single client can bring in millions in revenue.

Our sales attribution and AI insights for buyer propensity have provided this firm with the critical insights and analytics needed to make confident marketing decisions. They started with the Florida market and added on Nashville after seeing significant success with our technology.



CASE STUDIES

TRANSPORTATION & MOVING SERVICES



CASE STUDY

MOVING COMPANY INCREASES SOLD SERVICES BY 54% IN NON-PEAK SEASON WITH NEXSTAR AUDIENCE ACTIVATOR



CHALLENGE

A single-market moving company wanted to increase their moving services revenue during their off-peak (non-summer) season. Their goal was to use Nexstar Audience Activator during their slower months to identify prospective clients visiting their website and increase their lead pipeline, thus increasing sold services.

TACTICS

The moving company ran display and social media ads to households identified by Nexstar Audience Activator. Nexstar Audience Activator's ability to identify geographic locations also gave the moving company key insights to expand their radius by 10 miles to reach a minimum 20 additional households each month.

On average, the moving company's website visitors take more than 45 days to purchase from their first visit. Due to the lengthy decision-making process, Immersive Household managed advertising helps to keep their moving company top of mind for the entire household.

Once they saw an increase in leads from the expanded radius targeting, they decided to stay partnered with Nexstar Audience Activator during their peak season and are now running a separate campaign to support long-distance and cross-country moves.



America's Largest Local Broadcaster with 200+ Owned or Partner Stations

