

Matomy Media Group Utilizes FOCUUS' Performance Marketing & Analytics Platform to Successfully Confront Global Emerging Markets

Company Overview

Launched in 2007, Matomy Media Group is one of the world's leading digital performance-based advertising companies. Their mission is to deliver unmatched results for their advertisers and media partners.



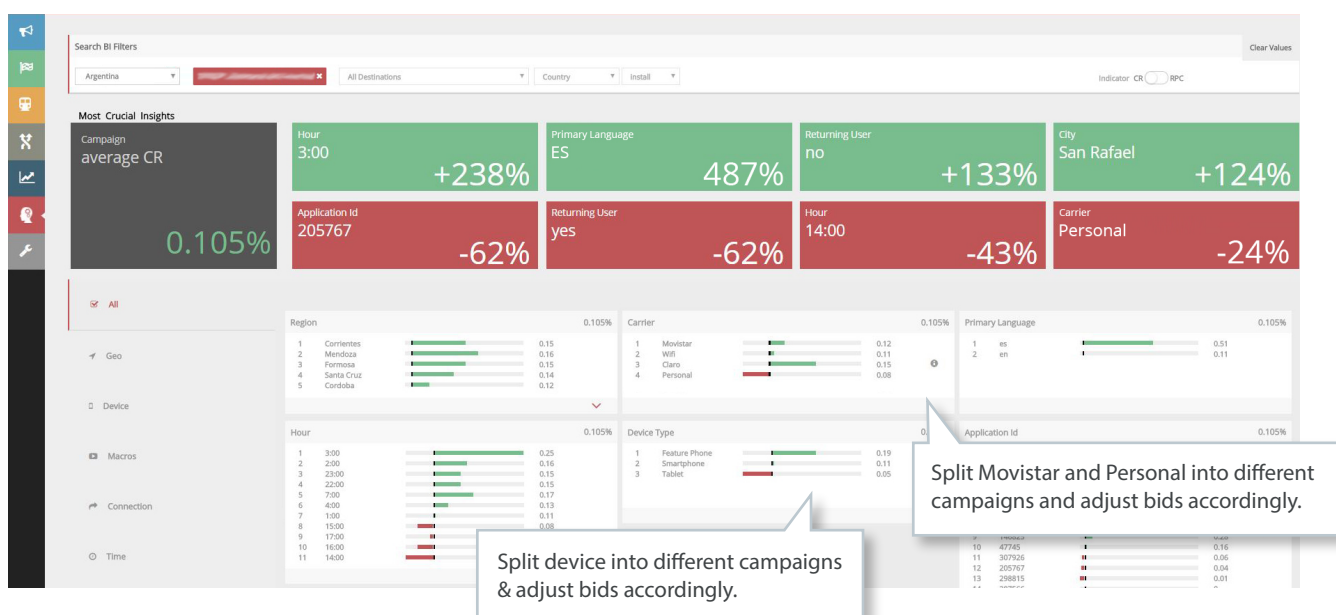
Situation Report

As an ever-growing media group, Matomy knew they needed to break into varying global economies to stay on top of their leading position in the industry. This included entering new and emerging economies, which requires significant amounts of data and business intelligence. To do it alone, could have been possible with their senior team - however, the risk of human error and a general lack of time to analyze such large sums of data, campaigns and local trends against a multitude of unknown parameters was just not a viable scenario. Moreover, the low RPU and high-potential for low and unstable user engagement posed significant and distinct challenges. Matomy knew they needed a performance marketing and analytics platform that could meet their needs and push them towards success. As they say, being productive is much better than being busy.

Matomy had their eyes on Turkey, ranked by many international polls as the today's first emerging market, as well as Argentina, a newcomer to the emerging market world. This may come as a shock to some, but with ample research - Matomy's targets showed real prospect. In this context, Argentina is emerging as a special newcomer to the LATAM markets, particularly in the ad industry; subsequently, it poses a unique and exciting opportunity for today's brands, especially in the Matomy's particular arenas. The successes of businesses like MercadoLibre, Digital Ventures, and OLX gave Argentina a better track record over other regional startup hubs. Additionally, even though Turkey is consistently portrayed as a point of contention, Turkey, instead of being pushed back, has ramped up production across a majority of its business sectors, including advertising.

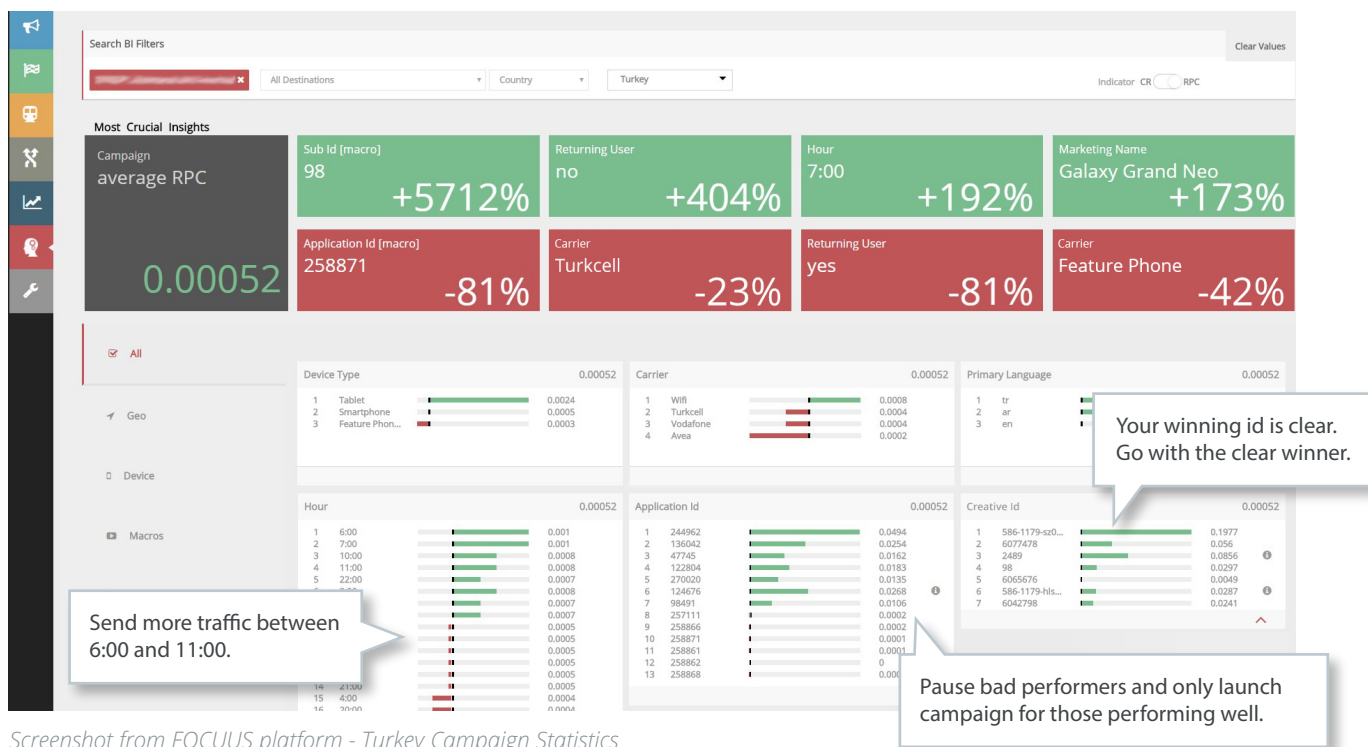
Solution

But, how would Matomy deal with such large-scales of marketing data? How would they know what was working and, more than that, - what was not. Matomy made the decision to go with FOCUUS in their ventures with emerging markets, Argentina and Turkey. The "no hassle" integration approach and ongoing, premium customer support - made Matomy's choice an easy - and comfortable - one. Within a timespan, not exceeding an hour, FOCUUS had Matomy up and running - fully-ready for the large amounts of campaign data that was to begin streaming in. In real-time, campaigns and their corresponding insights - containing large amounts of data - began registering in FOCUUS.



Screenshot from FOCUUS platform - Argentina Campaign Statistics

As professionals in the advertising industry, Matomy knew what to do in similar situations. However, due to the unknown, including factors that could not possibly be predicted as stated above, FOCUUS became a focal tool in their successes. FOCUUS' Business Intelligence tool which creates automated insights - in real time - zoomed in on parameters that were working as well as those combinations that were not. Factors that even the best in the industry may have missed without the help of technology. For example, Turkish is the main language in Turkey but the results were showing Arabic. Why? With FOCUUS, Matomy could see that this aspect was skewed by the use of tablets in the campaign and their corresponding use by speakers of this language. For further illustrations, see FOCUUS' unique Automated Insights above & below.



Screenshot from FOCUUS platform - Turkey Campaign Statistics

Results

With the ease of use of the platform, Matomy is better equipped to cater to their advertisers with increased efficiency, organization, and performance. In addition, Matomy is more knowledgeable in the equations needed to confront global emerging economies, as Argentina and Turkey - no matter how new or old they are in the global game. Human research is critical but cannot predict the unknown. With FOCUUS, Matomy successfully unveiled the hidden factors that lead to more successful campaigns. And, it only takes minutes - leading to the ability to spend more time in areas that are needed within the company.

“Today, we have no worries about data accuracy. The FOCUUS platform has given us peace of mind and provided us with the stability we needed over the years to enter new markets & grow our business.”

About FOCUUS

Launched in 2016, FOCUUS is a fast-growing company in the Performance Marketing & Analytics sphere. Elevated by the innovative and robust platform, FOCUUS equips each user with the essential toolbox to tackle the complex data chaos and focus only on the critical analysis that matters to them and their companies - no matter the magnitude. FOCUUS' solutions all provide an intuitive user interface that creates - with ease - clear, automated marketing insights. Setting FOCUUS apart is the ability to lead any user to success. It's really that easy. FOCUUS conclusively executes the idea: be productive, not busy.

With its Headquarters in Tel Aviv, FOCUUS operates an additional office in the “Big Apple” - NYC. For more information on our offerings, contact us at contactus@focuous.com.

Ready to experience FOCUUS?
Click to schedule a FREE demo.

FREE DEMO