

BMA COLORADO GOLD KEY AWARDS



ALTITUDE PROGRAMMATIC QUIZ
THE '80S WANT THEIR ADVERTISING BACK

THE PROBLEM

Although programmatic advertising is one of the fastest growing segments in digital advertising, it is perhaps the most misunderstood. This issue has been a hot topic of debate within the industry, as a lack of programmatic understanding not only leads to inefficiencies for publishers and advertisers, but it also slows programmatic adoption and technological advancement.

While many industry professionals have tried to solve this educational issue through blogs, white papers and seminars, they seemed to be making little impact and provided no means of objective measurement. We decided to approach the issue from a different angle.

THE SOLUTION

Altitude Digital's objective was to create a unique, interactive resource for testing and enhancing programmatic knowledge. Our solution was the Altitude Digital Programmatic Quiz — a challenging, informative and entertaining set of 34 questions catered to all levels of programmatic understanding.

Our secondary objective was to use this quiz as a lead generation source. To accomplish this, we incentivized users to enter their information to receive one of 3 humorous “programmatic” T-shirts designed specifically for the quiz. As the quiz progressed, we also allowed users to enter to win a Bluetooth speaker via raffle.



Entrants were encouraged to share their score and challenge their friends via social media. This competitive aspect generated social virality, increasing organic distribution and interest in the quiz.

TARGET AUDIENCE

Our target audience was split into two groups — industry advocates and potential clients/prospects. Given the disparity in knowledge between groups, we carefully created content that would engage and inspire sharing amongst both groups.

INDUSTRY PROFESSIONALS AND ADVOCATES

To get traction amongst the industry advocates, accurate yet challenging content was imperative. By pooling together the brightest minds at Altitude, we generated over 50 questions of varying degrees in difficulty. We then shared the content both inside and outside the organization for feedback. By the time we were complete, we had narrowed it down to 34 questions that spanned all topics within programmatic advertising.

Our diligence paid off, as evidenced not only by the high profile media coverage, but also with the social media shares we were seeing from top-level industry advocates.

POTENTIAL CLIENTS AND PROSPECTS

Our potential client's programmatic understanding is generally lower than that of the industry professionals/advocates. This presented an interesting challenge that we had to address when creating the quiz.

Our solution was not to create an "easier" quiz so they would score higher. This would go against the primary goal of educating our audience. Instead, we focused on developing robust post-quiz reference materials. For each one of the 34 questions, users could review their answers and view outside resources specific to each question to enhance their knowledge on that subject.

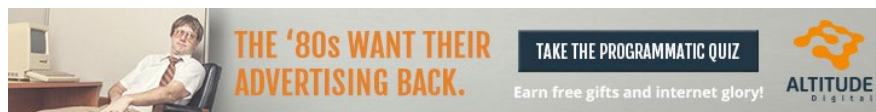
STRATEGY

OUR STRATEGY INCLUDED THE FOLLOWING:

- Uniquely branded content and messaging
- Organic distribution and high-profile industry publications
- Display and paid promotion
- Incentives for lead generation

CONTENT AND MESSAGING

We chose to utilize '80s-themed nostalgic imagery to comically emphasize the newness of programmatic technology. We challenged users to prove that their advertising knowledge is “up-to-date” and not “stuck in the '80s.” We kept this messaging consistent throughout the quiz, our prizes (T-shirts), and our social media distribution and display media:



ORGANIC DISTRIBUTION

We first announced the Programmatic Quiz in our September company newsletter, which was distributed to more than 10,000 contacts worldwide. Within hours, we saw traffic, lead forms and social media shares from a variety of industry professionals.

MediaPost's Editor-in-Chief Joe Mandese released an [article](#) revealing his personal score on the Programmatic Quiz in tandem with the announcement. Given his industry clout, this article was hugely successful in driving traffic with 600+ quiz-views in less than 24-hours. [MediaPost](#) and [ProgrammaticAdvertising.org](#) requested follow-up content where we revealed the average scores and insights for over 3,000 completed quizzes.

PAID PROMOTION

To maintain momentum on an already successful launch, we utilized [social media promotion](#) and a series of humorous display ads hosted on MediaPost and VideoNuze's websites and newsletters.

INCENTIVES

To generate leads, we incentivized users to enter their information to win custom designed Altitude Digital T-shirts. As the quiz gained popularity, we altered the prize to a raffle-style chance to win a more valuable item: a custom branded Bluetooth speaker worth more than \$150.

RESULTS

QUIZ VIEWS: 10,252

QUIZ COMPLETIONS: 3,820

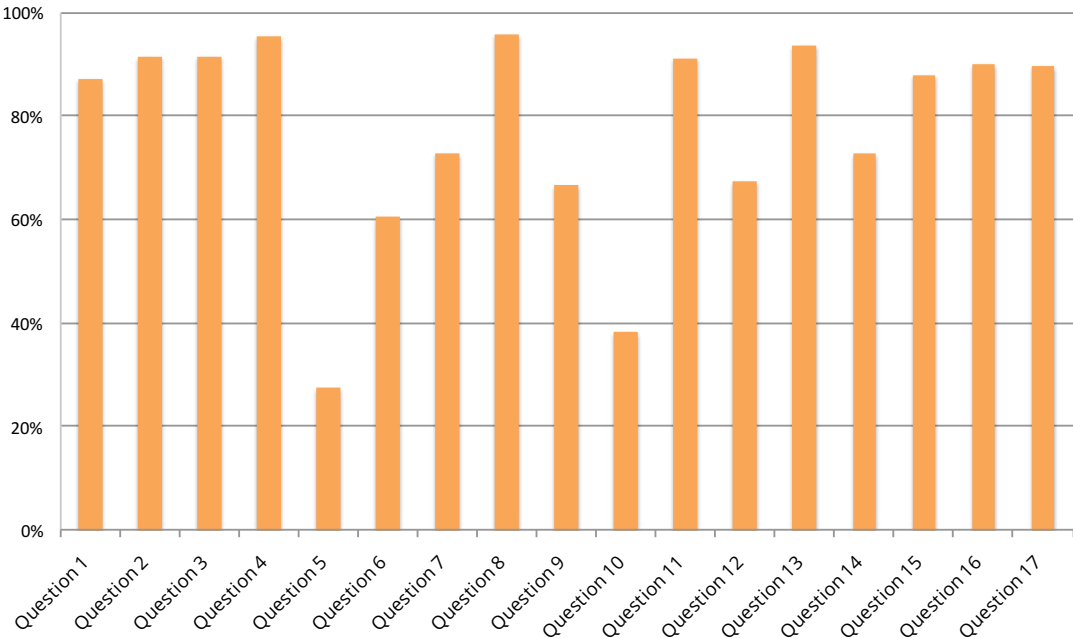
LEADS: 649

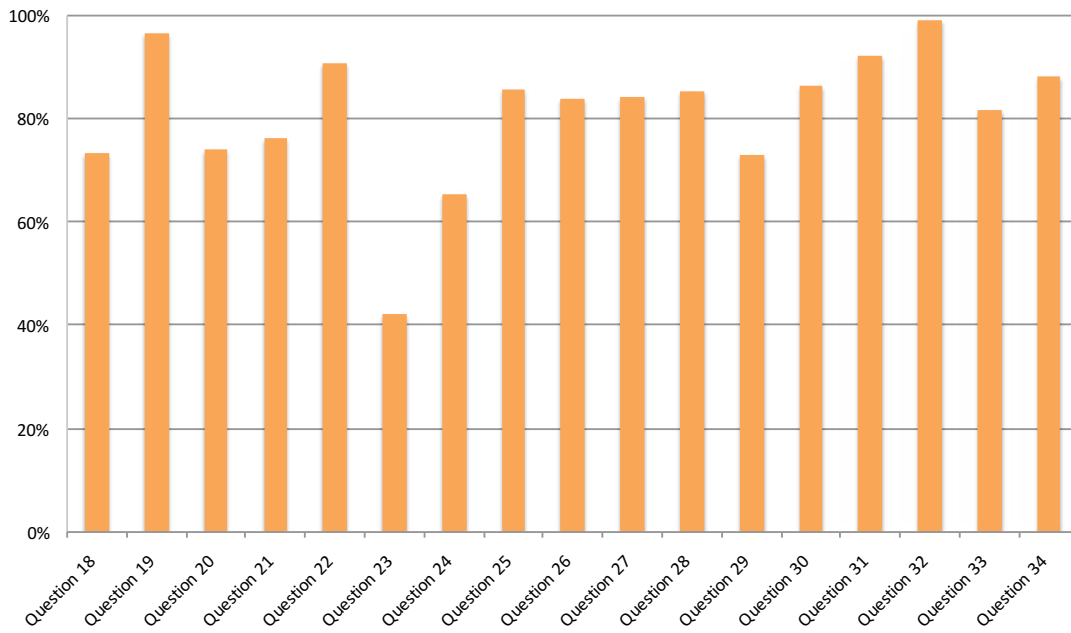
CONVERSION RATE: 17%

AVERAGE QUIZ SCORE: 79%

The Programmatic Quiz has received 10,252 views, 3,820 quiz completions and 649 leads since it was launched in late September 2014. This translates to a 17% conversion rate on completed quizzes, a number that is unprecedented compared to many corporate lead generation and other marketing initiatives.

The average score on the Altitude Digital Programmatic Quiz was 79%, or 27/34 questions correct. We pulled the scores from over 3,000 tests on a question-by-question basis for in-depth analysis as seen below.





We were able to identify several problem areas based off the most commonly missed questions, allowing us to address, analyze and clarify these issues in follow up articles with [MediaPost](#) and [ProgrammaticAdvertising.org](#).

Overall, the quiz not only helped to solve an industry-wide education problem, but it also increased Altitude Digital's presence as a thought-leader and innovator by providing a unique, enjoyable way for industry peers to test their programmatic knowledge. Furthermore, it served as a valuable tool for business development, generating over 600 leads to enable our sales team to expand our client and partner relationships.

As of today, nearly six months later since its launch, the Altitude Digital Programmatic Quiz continues to be successful on all fronts.