

Reaching Your Target Audience Using Targeted Zip Codes

Rentrak Case Studies

Using Targeted Zip Codes in a Local Media Buy

Case Study

Local media buy using targeted zip codes

Obstacle: Advertiser knew that their penetration varied by zip code and wanted to understand viewing differences where the targets reside

Solution: Ratings generated by trade area and indexed to full market. Agency used the programs, stations, and dayparts that over-index for the trade area to better target the buy

Result: By concentrating on the over over-indexing programs and dayparts, Agency was able to provide higher delivery against client target group.

Time	HUT	Station XYZ Telecast	Station XYZ Rating	Station XYZ Share	Station XYZ Index	Station YZX Telecast	Station YZX Rating	Station YZX Share	Station YZX Index
5:00 am	8.5%	XYZ News AM	1.23	14.45	74	YZX News 37 This Morn	1.43	15.42	88
5:15 am	9.7%	XYZ News AM	1.42	15.34	75	YZX News 37 This Morn	1.62	16.23	91
5:30 am	11.2%	XYZ News AM	1.94	17.32	78	YZX News 37 This Morn	2.31	18.23	95
5:45 am	12.9%	XYZ News AM	2.43	17.23	79	YZX News 37 This Morn	2.98	18.32	97
6:00 am	14.5%	XYZ News AM	2.34	18.32	82	YZX News 37 This Morn	3.12	19.45	100
6:15 am	18.1%	XYZ News AM	2.67	17.34	84	YZX News 37 This Morn	3.54	18.99	103
6:30 am	22.5%	XYZ News AM	3.12	15.23	88	YZX News 37 This Morn	3.93	16.90	105