



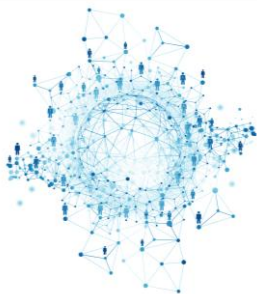
CASE STUDY

**WHEN THE RIGHT DATA
MEETS THE RIGHT AUDIENCE**

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate the most targeted and responsive audiences to experience your brand and engage your offers.



ACTIVATE

Reach individuals from curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Increase campaign performance, process integration, and painless media planning.

WHEN THE RIGHT DATA MEETS THE RIGHT AUDIENCE

THE CHALLENGE

An advertiser came to Source Path Digital facing a familiar but frustrating problem: **digital advertising performance was lagging**, despite consistent spend and ongoing optimization by their agency.

What made this situation unusual was context.

Within the same industry, **more than a dozen direct competitors were experiencing stable and growing campaign performance** using similar channels and tactics. This advertiser wasn't just underperforming. They were an outlier and something wasn't adding up.

THE INITIAL INSIGHT

To better understand the issue, the advertiser's agency commissioned **a consumer data report based on the advertiser's actual customer database**. The goal was simple: identify the true demographic characteristics of people who buy the product.

The agency then brought Source Path Digital in to provide an independent analysis—pairing that consumer report with **two years of historical campaign audience data**.



THE ANALYSIS

Source Path Digital conducted a full review of past campaigns, including:

- Demographic targeting criteria
- Audience construction logic
- Performance trends across channels and time

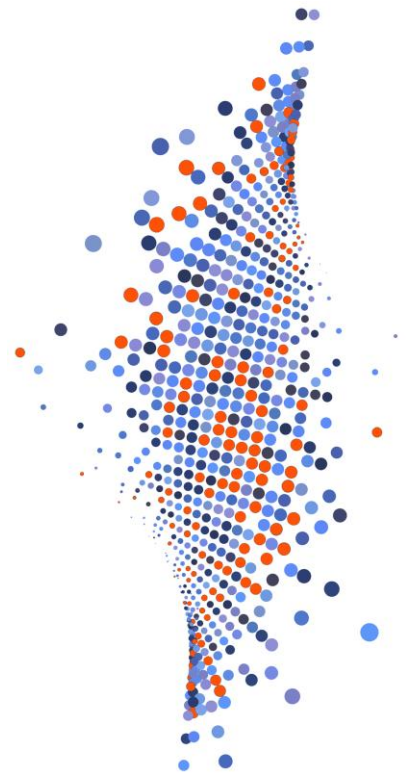
What they uncovered was a critical disconnect.

The majority of campaigns were being targeted to consumers who did *not* resemble the advertiser's real buyers.

At the same time, **the demographics that *did* align with actual customers were largely excluded from the campaigns altogether.**

In practical terms, the audience definitions and the customer profiles were **almost mutually exclusive**.

The campaigns weren't failing because of creative, budget, or platform choice—they were failing because they were talking to the wrong people.



THE SOLUTION

Source Path Digital documented the findings and walked the agency through the analysis in detail.

Working collaboratively, they:

- Re-aligned demographic targeting to match verified customer characteristics
- Removed exclusion logic that filtered out high-propensity buyers
- Adjusted campaigns moving forward to reflect how the market actually behaves, not how it was assumed to behave

No drastic changes or guesswork, just **accurate data applied correctly**.



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THE RESULTS

Once the updated targeting was implemented, the advertiser saw:

- **A sharp increase in campaign performance**
- Improvements that were **predictable and repeatable**, not sporadic
- Results that brought their performance back in line with, and competitive against, others in the industry



The turnaround confirmed what the data had already shown:

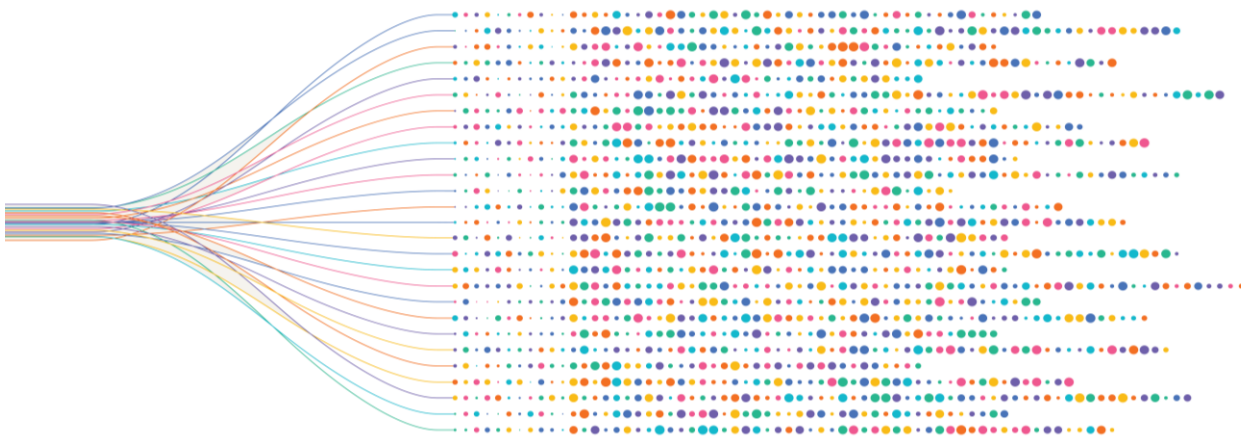
When targeting reflects reality, performance follows.

WHY IT WORKED

This case underscores a core principle of Source Path Digital's approach:

Performance doesn't come from more data—it comes from the *right* data being used the *right* way.

By grounding campaign strategy in verified customer insights and validating them against real performance history, Source Path Digital helped **turn an underperforming outlier into a predictable success story.**



WHEN THE RIGHT DATA MEETS THE RIGHT AUDIENCE

LET'S EXPLORE WHAT'S POSSIBLE

Every organization has untapped opportunities hidden within its customers, its markets, and its data.

The organizations featured in our case studies achieved better results not because they spent more, but because they understood more.

Source Path Digital helps advertisers uncover those opportunities through audience intelligence, consumer insights, and data-driven marketing strategy.

Whether you're launching a new campaign, improving existing performance, or trying to understand why your marketing isn't delivering the results you expect, we're ready to help.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners appreciate Source Path Digital's collaborative and consultative approach to helping them succeed.

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