



A COMPANY-AGENCY PARTNERSHIP CASE STUDY

ZQuiet and Hybrid Media Services

ANTI-SNORING COMPANY AND AUDIO AD AGENCY USE ATTRIBUTION TO OPTIMIZE BROADCAST RADIO ADVERTISING

Dan and Trina Webster started ZQuiet 12 years ago with the goal of eliminating Dan's snoring and Trina's lack of sleep due to said snoring with a break-through anti-snoring mouthpiece. Marketing was fairly simple as 60- and 120-minute advertorials on television generated direct response and lots of sales from people just like them suffering directly or indirectly from snoring.

Attribution, you could say, was pretty straightforward: every TV ad contained an 800 number, so when a consumer called in to buy the product, they knew who they were and how they found out about the product. When a spot aired, the phones rang.

Dan Webster said TV worked, and worked well, so his company stuck with it for about seven years. But the advent of smart phones and time-shifted TV viewing habits changed the landscape of top-of-funnel marketing, and the TV advertorials stopped generating the profits they once enjoyed.

THE DETAILS – BEFORE:

When ZQuiet formed and began selling its anti-snoring mouthpiece a dozen years ago, it promoted its business fairly simply with:

- Direct response TV advertorials with an 800 number
- No digital advertising



ZQuiet®



hybrid
media services
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PARTNERING WITH HYBRID MEDIA FOR RADIO BUYS

Enter radio and a partnership with Hybrid Media Services, a direct-response audio advertising agency. The response from radio advertising was outstanding, and with a competitor spending hundreds of thousands of dollars a month advertising its own offering, the airwaves were thick with anti-snoring products. ZQuiet benefited as consumers searched the category online, found ZQuiet's website, and made purchases of its lower-cost, proven-effective product. "We were dumb lucky," Webster jokes.

But the competitor pulled back on its ad spend, and ZQuiet – with the help of Hybrid Media – knew it was time to look at marketing attribution to determine where its customer traffic was truly coming from, and what those buying journeys looked like. ZQuiet dabbled with an attribution provider, then found a partner that specifically focused on Amazon, a channel Webster begrudgingly knew he had to be on to continue growing sales – even though he preferred consumers come directly to his site to make purchases.

Dan Browdy, now the COO at ZQuiet, had been consulting with the company for about five years before joining full time. He put his analyst hat on and started diving into the numbers, examining spread sheets and crunching numbers in Excel.

"I felt uncomfortable about our attribution and spend, and our return on spend," Browdy said. "We were spending a lot of money, and I did not see the return. There was no proof of the return."

ZQuiet did some testing, pulling back on its radio spend, watching the data, and correlating spend vs. return. Meanwhile, Webster was working with Hans Dorsainvil, VP of Account Services at Hybrid Media, to find the right radio stations and programming on which to advertise.

Hybrid Media, fortunately, had started using LeadsRx to provide impartial multi-touch attribution. Dorsainvil, Webster, Browdy, and their respective teams put the data and insights to work. That data pointed to what was working on different radio stations and with varying air times – as well as what was *not* working. Browdy kept track of a huge database, adding in the data ingested by LeadsRx, and Webster added more tracking on top of that. Dashboards helped ZQuiet and Hybrid Media dial in on its advertising.

"Without (attribution), we would have been in some trouble in 2019 and 2020, in particular, when the world imploded in many ways," Browdy said. "It's been an invaluable tool to us to make sure our ad spends are working. Return on ad spend is everything in direct response and with improved analytic tools in 2018 we saw a 20% increase in ROAS; then working with LeadsRx, we have increased that at least 5% each year since."



A BEAUTIFUL PARTNERSHIP

The agency looks to marketing attribution to identify customer journeys for its client

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NO HOCUS POCUS; JUST FOCUS
 Attribution analytics focused on what was driving the lowest cost per visit

ATTRIBUTION PROVIDES FOCUS

Webster said attribution data, particularly during the pandemic, opened his eyes to the need to trust the analytics and focus on what is driving the lowest cost per visit. “There is a bit of art and science,” he said.

Webster and Browdy rely on Dorsainvil, Hybrid Media and attribution to provide an impartial view of their marketing efforts. Webster admits that there are intrinsic benefits of buying heavy bulk frequency where you can sometimes receive hundreds of spots for a few thousand dollars; however, for long term gains, the quality of the perspective client in those cases aren’t as cost efficient as the other strategies that are implemented with a national focus.

“I applaud Hans and Hybrid for providing the value-added service,” Webster said. “It has created so much good will in terms of what we are doing together. Hans helps us determine the best-performing media.”

Browdy adds that without the data, there is a lot of “smoke and confusion,” which can put a lot of stress on the agency-client relationship. “When you look at the data, it really helped to keep things focused,” he said. “So we are not just relying on our gut.”

THE DETAILS – AFTER:

The rapid growth of smart phones and time-shifted TV viewing habits changed the marketing landscape for the specialty product. This led to:

- **Focusing on radio advertising** and partnering with Hybrid Media Services, a direct-response audio advertising agency
- **The addition of attribution** – now Hybrid and ZQuiet were able to see what was working on different radio stations and with varying air times, as well as what was not working
- **Attribution provides Hybrid real-time data and insights** to make buys of the radio spot inventory across the country that ZQuiet wants and needs

PARTNERSHIP IS A TWO-WAY STREET

Dorsainvil said he has enjoyed working with the two Dans and the ZQuiet team the past few years and helping them provide an honest product that is really needed by their end users – their customers who can’t sleep due to snoring.

Dorsainvil appreciates how strategic ZQuiet is in spending its dollars, its flair for being good at creative, and how the company has adapted to world events to not “capitalize” on the pandemic, but rather help people eliminate some of the stress they are experiencing through better sleep. Hybrid Media has helped ZQuiet cut through the clutter in 2020, trying some traditional advertising, mixing up its local and national radio spots, and targeting past customers.

Cost per visit is the holy grail for ZQuiet, and Dorsainvil uses the LeadsRx data to capture and communicate the insights to Webster and Browdy.



TWO-WAY COMMUNICATION
 The agency and company truly worked together to identify the best approaches to marketing

"The beauty is the quick turnaround of information, which allows us to make buys on a weekly fashion, so we get the inventory we want and can execute on buys and orders across the country," Dorsainvil said. "There are no hiccups along the way. We're trying to see where the most eyeballs are and, by working with LeadsRx, we are able to do so. Literally we can know instantaneously if a campaign is working."

Browdy said they live and die by the data, and he spends a lot of time looking at those "expletive" reports. But the data helps them determine the next moves; more importantly, the *right* next moves.

"The LeadsRx reports help us determine which markets have a pulse or not," Browdy said. "The data allows us to hone in on certain markets. We are on the Shopify platform, and we can see a metro market light up with site visits. We know we placed locals in those markets."

Dorsainvil sums up the benefits of attribution succinctly, whether it is helping ZQuiet or another client optimize its marketing spend: "Every dollar is so precious and important," he said.

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Hans Dorsainvil, VP of Account Services, Hybrid Media Services