

MARTINI MEDIA DRIVES 50% HIGHER ENGAGEMENT RATE WITH FLITE

OVERVIEW

Martini Media is a leader in reaching and engaging the affluent online. Leveraging the power and flexibility of Flite's CMP, Martini has engineered a business model utilizing premium passion-based publishers, actionable 1st and 3rd party data, and cutting-edge creative solutions to effectively and efficiently reach affluent consumers at scale.

CHALLENGE

- Martini sought inventive ways to feature luxury advertisers in cluttered digital advertising ecosystem

GOALS

- Combine brand's creative assets with Martini's expertise and Flite to build bold, beautiful, and engaging ads that captivate and engage affluent consumers online
- Create point-of discovery for affluent consumers to experience luxury brands

FLITE SOLUTIONS

- Design Studio provides flexible canvas to develop custom creative units
- Campaign Studio offers ability to launch, test, and optimize personalized campaigns
- Report Studio allows to track success metrics and update ads in real-time

RESULTS

- Producing 51% higher engagement rate*
- Yielding 2x+ longer interaction time*
- Developing 150+ custom ads per year, reducing custom creative unit build time by 70%**
- *Flite has been Martini Media's exclusive CMP for 4 years*

*vs. Industry average (Google DoubleClick) **vs. industry averages

50%

HIGHER ENGAGEMENT RATE*

2X+

LONGER INTERACTION TIME*

70%

AD CREATION EFFICIENCIES

COMPARE MAINTENANCE COSTS

BMW 328i
\$14,000 - \$18,000
COMPARE

COMPARE MAINTENANCE COSTS

BMW 528i
\$14,000 - \$18,000
COMPARE

COMPARE MAINTENANCE COSTS

BMW X3
\$14,000 - \$18,000
COMPARE

AUDI A4
\$14,000 - \$18,000
COMPARE

AUDI A6
\$14,000 - \$18,000
COMPARE

AUDI Q5
\$14,000 - \$18,000
COMPARE

BMW NO-COST MAINTENANCE FOR 4 YEARS OR 50,000 MILES.
Really, it's true.
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