

# How a Government Lottery Agency Optimized Its Ads

We helped a government lottery agency measure their campaign performance and plan strategically for future ad campaigns.

## Objectives

Our client, a government agency in the lottery space, wanted to:

1. Understand the performance of their recent ad campaign
2. Optimize their strategy for upcoming ad campaigns

## Methodology

To help the agency optimize, we:

1. Used primary research to analyze the campaign's performance
2. Identified the best media channel to reach their target audience using TURF and media mix models
3. Recommended different ways to optimize their upcoming advertising campaigns

## Outcome

With the insights we uncovered, the agency plans to:

1. Reoptimize its media budget to achieve its business goals
2. Optimize upcoming campaigns by knowing which audience to target and how to reach them
3. Improve future campaign planning

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