

Case Study:

TopLine®

The \$165K Win: How Data-Driven Insights Sealed the Deal

The Challenge: Showing the Value of CTV Over Cable

The Regional Vice President of Sales for a large Southeastern television station had a goal to secure a significant advertising investment from a local plumbing company. The company was focused on cable advertising and needed to be convinced that CTV could deliver better results. To make the case, the sales leader needed to:

- Highlight the measurable benefits of CTV advertising compared to cable.
- Demonstrate CTV's ability to reach their ideal customers effectively.
- Provide actionable insights to support the proposal and build confidence.

The Action: Leveraging TopLine's Consumer Insights

The Regional VP used TopLine's consumer insights tool to collect data that would build a supportive case for the pitch for CTV. The information included data showing the prospect's target audience's preference for streaming platforms and quantifying its ability to target specific households. With this, he created a tailored proposal that highlighted the ROI potential of a CTV advertising campaign.

The Results: Closing a \$165K Deal

The combination of data-driven insights and a customized pitch resonated with the plumbing company's decision-makers. The Regional VP secured a \$165,000 commitment for a CTV advertising campaign. Additional impacts included creating a client success story around CTV advertising and showcasing the station's expertise in delivering tailored advertising solutions.

This success story highlights how TopLine's consumer insights empower sales teams to craft compelling pitches that drive significant business results.

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