

Case Study

National Broadcaster



Advertising tracking & verification gets optimized

Challenge

When you are a radio broadcasting powerhouse reaching over 65 million people each week like CBS RADIO you don't have days or weeks to wait for airchecks or for campaign reach and efficacy insight. With stale, often incomplete information as their only source of reporting, CBS RADIO knew something had to change.

Solution

Fresh, comprehensive intelligence. CBS RADIO programming is being ingested and recorded in real-time by Veritone and is indexed, organized, and analyzed to satisfy the rapidly multiplying demands for actionable media intelligence from brands, businesses and advertisers. What changed is the ability for CBS RADIO to rapidly visualize and correlate advertising efficacy in ways previously unavailable.

Results

CBS RADIO is now further extending its customer engagement with the unique, timely, and actionable analytics that drive comprehensive ad and content tracking, faster content extension, and smarter media management.

CBS RADIO teams can now dedicate more energy on creative marketing strategies versus monotonous analyzation of data.

CBS RADIO has gained hundreds of thousands of dollars in incremental revenue in a single market that was directly attributable to the partnership.

\$17.8
Billion dollars

In 2017, the radio industry as a whole is projected to make \$17.8 billion in advertising revenue, so verifying and organizing this data is imperative.*

How AWS services were used as part of the solution

aiWARE leverages AWS EC2, Route53, S3, SNS, and RDS for scalable content and cognitive processing.



Using Veritone aiWARE on AWS has armed us to more accurately measure across these platforms and deliver proven results – allowing for more data-driven, value-added discussions with our clients. ”

Bob Phillips, Chief Revenue Officer, CBS RADIO

* (Source – SNL Kagan)