

Using audience insights to pitch winning advertising campaigns



Client Name: **TelevisaUnivision**
 Employees: **5,000**
 Industry: **Media & Publishing**

Challenge

For TelevisaUnivision, a media giant dedicated to championing the Hispanic consumer, deeply understanding their target audience was paramount. They needed comprehensive data and insights into the Hispanic consumer market, including specifics like spending habits, household composition, and income levels. All this information was necessary to effectively pitch ideas to their clients. However, not all their data partners could provide the breadth and depth of insights they needed across all their categories.



Solution

That's where Statista comes in. This partnership transformed their approach, equipping them with the tools and resources to create compelling narratives for clients and shed light on the profound value of the Hispanic consumer. Whether it was deciphering consumer behavior, tracking market trends, or uncovering niche category insights, Statista became their trusted source for information.

Business impact

Statista's insights fueled TelevisaUnivision's ability to easily craft compelling pitches, illuminating Hispanic consumers' preferences, spending influence, and cultural significance. This transformation didn't only drive new business; it supercharged TelevisaUnivision's client relationships, guiding them towards effective marketing strategies and unlocking new growth opportunities.

TelevisaUnivision and Statista's partnership wasn't just about the data. It empowered them to advocate for the Hispanic consumer and make a lasting impact on the market.

“Statista has been an invaluable asset for us. It's not just a data source; it's a powerful tool that helps us craft compelling pitches for clients and stories that resonate with our audience. The depth of insights we gain through Statista is unparalleled.”

—
Angela Perez,
TelevisaUnivision