



Elevating Clay Brick: BIA's Digital Transformation with Genius Monkey

genius  monkey

 **THE BRICK**
INDUSTRY
ASSOCIATION

OVERVIEW

Established in 1934, The Brick Industry Association (BIA) is the national authority on clay brick with a singular mission: to “promote and safeguard the clay brick industry.” From promoting the unmatched durability and timeless beauty of clay brick to championing research, safety, and innovation, BIA has remained a steadfast advocate for its members and the industry.

In response to shifting market dynamics and evolving target audience behavior, BIA began exploring new strategies to broaden its reach and fulfill its mission on a larger scale—extending its digital marketing impact beyond traditional channels.



THE CHALLENGE

As an association, BIA doesn't have a product to sell; BIA defines “conversions” through a variety of meaningful audience actions. These may include actions such as filling out a form, or taking steps that ultimately lead a consumer to visit a BIA member showroom. This wide range of conversion paths required a flexible, data-driven solution capable of tracking diverse audience behaviors across an expanding set of marketing channels.

Over the past five years, BIA has significantly ramped up its marketing efforts, resulting in increased brand awareness of clay brick. While these initiatives were successful in elevating the visibility of clay brick, BIA recognized it was time to take the next step— dramatically broadening their reach to more precisely engage their target audiences.

BIA set out to find a solution that could not only deliver measurable, high-impact results across new marketing channels, but also provide complete transparency into performance—empowering the association to clearly demonstrate to members how their marketing dollars were being spent. Equally important was the ability to access real-time data on demand, paired with the confidence that a dedicated team was continually monitoring and optimizing the campaign behind the scenes. This approach would ensure every dollar worked smarter, driving meaningful results and maximizing value for BIA's members.

BIA had these primary campaign goals:

- Cross-channel tracking with robust attribution
- Marketing growth with a partner they can trust
- Ability to demonstrate impact of their marketing spend



Cross-channel
Tracking



Trusted
Partnership



How Dollars are
Spent

OUR SOLUTION

Upon discovering Genius Monkey, BIA was immediately drawn to the platform's path-to-conversion reporting and granular, multi-channel tracking capabilities. Wanting to precisely reach their target audiences, BIA saw the value in a data-driven approach that could clearly show performance across every channel. With the goal of expanding their national marketing efforts, they partnered with Genius Monkey to launch a comprehensive campaign featuring a multi-faceted approach across display, video, and OTT/CTV channels.



Just four months in, the results have exceeded expectations. The BIA team is highly encouraged by the campaign's strong performance and the transparency of the Genius Monkey partnership. "The results speak for themselves. We're seeing real impact—and that means real value for our members." - President & CEO BIA - Tricia Mauer

THE RESULTS

After four months with Genius Monkey, the Brick Industry Association's GA4 results showed:

- Website sessions have increased by 126.96%
- New website users have increased by 981.57%
- Key events (conversions) increased by 404.18%
- Engaged sessions are up 132.5%

Genius Monkey Data After that Same Time Period:

- Display cost-per-conversion: \$1.46
- Video cost-per-conversion: \$0.94
- Video cost-per-completed-view: \$0.02
- OTT/CTV cost-per-conversion: \$3.39 (not tracked by other platforms)
- OTT/CTV cost-per-completed-view: \$0.04



Beyond the impressive results, BIA has been continually impressed with the experience of working with the Genius Monkey team and platform. "Knowing we're only paying when a viewer completes a 15-second ad gives us confidence that our dollars are being spent effectively," said Tricia Mauer, President & CEO. "But even more importantly, the platform's granular tracking allows us to drill down into every aspect of the campaign—providing transparency and insights that are incredibly valuable to our members."

Sam Strang, BIA's Marketing, Sales, and Training Committee Liaison, shared insights on the impact of Genius Monkey's campaign strategy:

"We challenged Genius Monkey to design a cost-effective media campaign to garner broad consumer awareness and trigger specific behaviors. Genius Monkey's buying strategy allowed us to obtain over 50 million unique impressions in the first quarter however, most importantly their persistent engagement model led to over 250,000 active interactions with our target audience. Their enhanced visibility reporting will allow us to define the channels that are most effective for reaching our consumers, and the resulting return on investment for our members will continue to exceed benchmarked expectations."



SUMMARY

A long-standing association sought an efficient way to amplify their mission and message. Four months after beginning with Genius Monkey, BIA has tangible results and an easy platform recommendation for its members. When asked how their metrics compared to a year ago, Mauer noted: "The growth we've seen is exponential — it's a complete transformation from where we were just months ago. The data, the reach, the performance — it's not even comparable."

The advanced targeting, tracking, and reporting capabilities of Genius Monkey have been a game-changer, empowering the Brick Industry Association to confidently build toward a brighter, stronger future—one built with clay brick.