

Media▶alyzer

lyzIO
The AI Media Planner

X

Setur

MINDSHARE

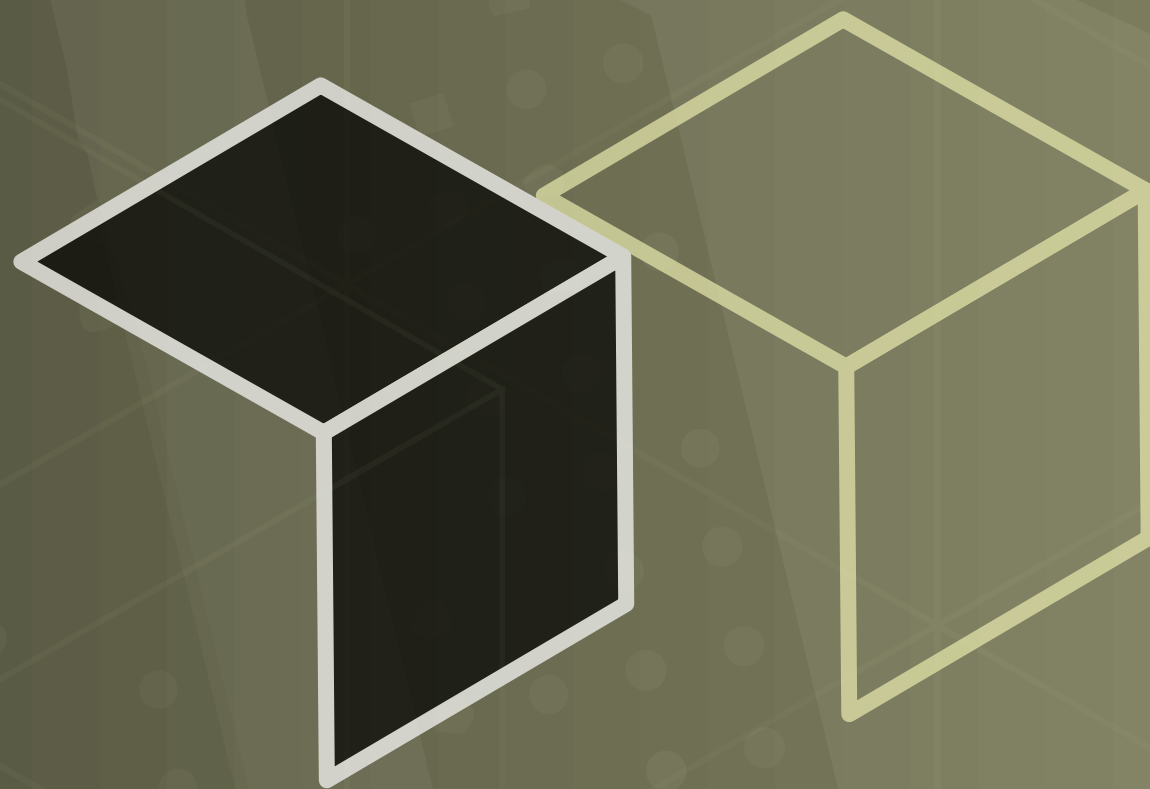
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Case Study

Setur Achieved a **28%**
Reduction in Cost per Result
with **lyzio**, the AI-Powered
Media Planning Tool

What is **lyzio**?

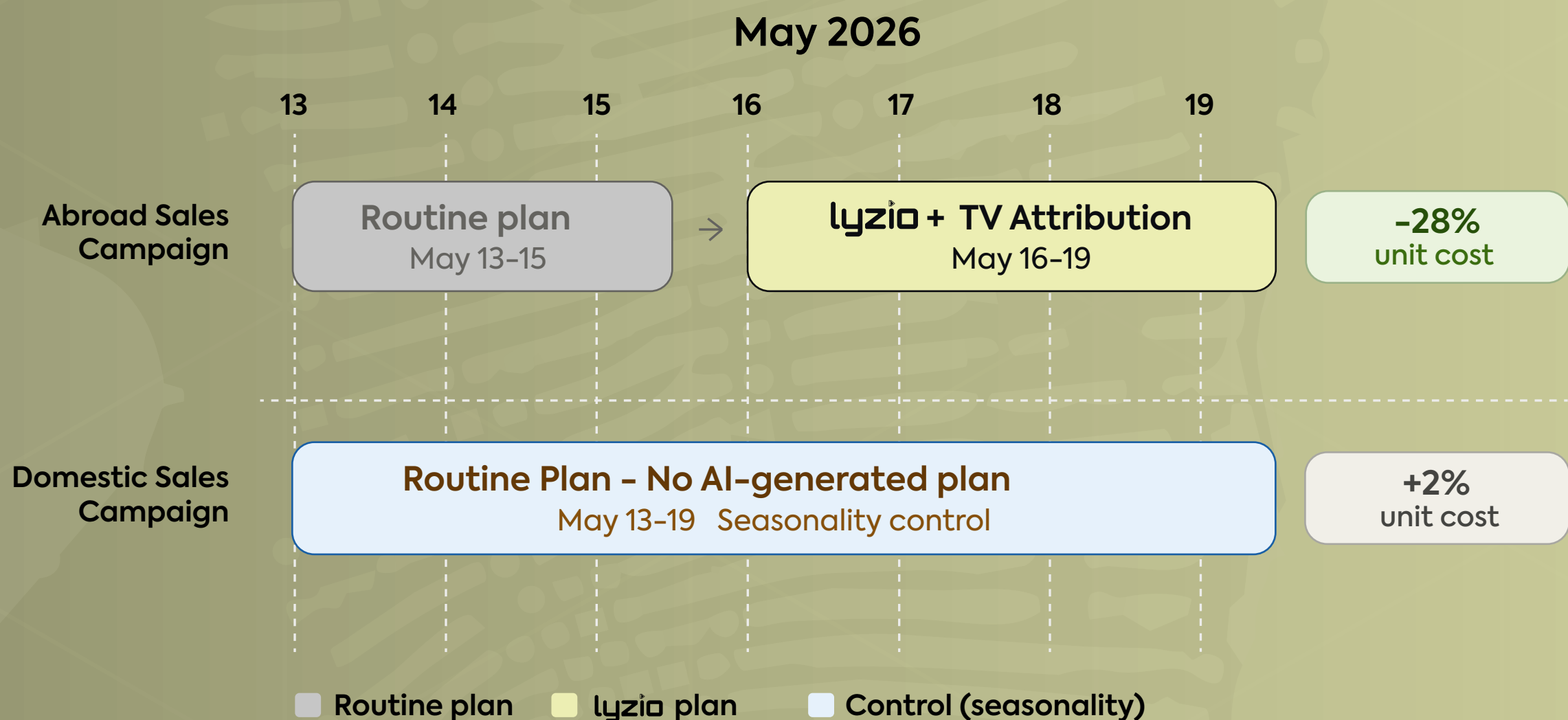
Developed by Medialyzer, Lyzio is an AI agent that automates routine media planning tasks, saves planners time, and accelerates agency operations.



The study was conducted in conjunction with Medialyzer's **TV Attribution** product, which measures the impact of TV advertising on online traffic. TV Attribution had long been providing Setur and Mindshare with actionable insights. However, turning these insights into a media plan created a significant manual workload, given the intensity of daily planning processes and constantly changing market dynamics.

This is where Lyzio played a critical role. By analyzing the performance signals generated by TV Attribution, Lyzio translated these insights directly into a media plan. The Mindshare team then finalized the plan through a short natural-language interaction that took only a few minutes.

Setur, media buying agency Inmedia, and Mindshare tested this combination.



In May 2026, a controlled 7-day A/B test was run as part of Setur's Abroad Sales Campaign:

- **May 13–15:** The media buying team prepared and executed the routine TV plan.
- **May 16–19:** The Lyzio + TV Attribution plan was implemented.

During the same period, the Domestic Sales Campaign also remained on air on TV. As a control mechanism, no AI-generated plan was used for this campaign.

28%

**reduced unit
cost**

6%

**increase in
website traffic**

- Between May 16–19, the unit cost of **TV-driven website traffic** for the Abroad Sales Campaign **decreased by 28%** compared to May 13–15.
- In the Domestic Sales Campaign, which served as the control campaign without Lyzio, the unit cost of TV-driven website traffic increased by 2% due to seasonality when the performance of May 13–15 was compared with May 16–19. This confirmed that the performance improvement observed in the Abroad Sales Campaign was not driven by an external factor such as seasonality. In fact, **Lyzio achieved the 28% reduction in unit cost despite a 2% negative seasonal effect.**
- The results were independently verified through Google Analytics. Without increasing the TV budget, and by using the AI tool Lyzio to plan only one of the two TV campaigns running simultaneously, the campaign achieved a **6% increase in average daily website traffic volume.**

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Our three-year collaboration with Medialyzer has enabled us to monitor the performance of our TV campaigns instantly and in detail, in line with our business objectives. Through the TV Attribution product, we are able to make more holistic planning decisions by tracking not only reach, but also critical performance metrics such as engagement and unit cost.

Lyzio, on the other hand, significantly reduced the manual operational workload in this process, while contributing to performance optimization and much more efficient use of the budget.

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Test Lyzio in your own campaigns.
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The logo for Medialyzer features the word "Medialyzer" in a bold, black, sans-serif font. The letter "i" is replaced by a white play button icon (a triangle pointing right) with a black outline. The background is a light green color with abstract, overlapping shapes and patterns of small white dots and lines.

SMART MEASUREMENT, INCREMENTAL RETURNS

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www.medialyzer.com