

# NATIVE DELIVERS NEW AVENUE FOR CONVERSIONS

How a leading Canadian multinational insurance and financial services company sought conversion, acquisition, and mass awareness through a new Native avenue - **and won big time.**

## GOALS

- Drive acquisition via Native: \$500 eCPA Goal
- Drive Mass Awareness

## RESULTS

Click Through  
Conversions:

**1,434**

Click Through + View  
Through Conversions

**2,189**

Total eCPA:

**\$42.17**

Best Performing  
Creative:

**8.5**

Engagement Score

## OVERVIEW

A leading Canadian multinational insurance and financial services company sought a new avenue for conversions: Native. Their goals were to drive acquisition with Native assets and gain mass awareness. After optimizing to highest-engaging sites and best-performing creative throughout the campaign, they increased their budget. The month-and-a-half long campaign resulted 1,434 click-through conversions, 690 of which were on Mobile (vs. Desktop), and best-performing creative assets had an Engagement Score\* of 8.5.

## SOLUTIONS & TACTICS

**Optimization:** As Bidtellect became familiar with the campaign, we continued to block domains and placements with lower eCPAs and optimize to those with interested users engaging with the ads.

**Creative:** Creating engagement-worthy creative assets proved just as important as placement. By optimizing to best performing creative, the top-performing Mobile/Tablet creative had an Engagement Score of 8.5/10 (considered very high performing).

## INSIGHTS

Mobile prevailed. Users engaged and engaged more meaningfully with the ads on Mobile more than Desktop. Mobile had the highest number of clicks and CTR, with **690 total conversions**, an average **Time on Site of 138.5 seconds** and an **Engagement Score of 8.3 (vs. 7.2 on Desktop)**, with a lower bounce rate: just 30.4%.

\* Engagement Score is a unique metric created by Bidtellect to most-accurately measure the success of a Native asset based on user behavior. Its algorithm factors in sessions, pageviews, bounce rate, and time on site.

