

HOW BIDTELLECT'S NATIVE ADVERTISING PLATFORM EXCEEDED KPI EXPECTATIONS AND GENERATED A POSITIVE ROAS FOR TWO MAJOR "TEEN-FOCUSED" RETAILERS

OBJECTIVE

In recent years, two major "Teen-Focused" retailers saw a decline in sales. They turned to Bidtellect to reclaim their global high school consumer brand status.

SOLUTIONS & TACTICS

Bidtellect initially launched all products (In-Feed, In-Ad and Recommendation Widgets) nationally across all devices (desktop, mobile, and tablet). Bidtellect also layered contextual targeting via shopping, fashion, arts and entertainment as well as news. Bidtellect leveraged the brands' social media campaign assets and made weekly updates to creative assets for both male and female through the creative services team, [b]+studio. Bidtellect optimized the copy for In-Ad and Recommendation Widgets to enhance performance throughout the campaign.

RESULTS

Both campaigns averaged a 2:1 Return on Ad Spend. In fact, one brand saw In-Feed Placement drive the strongest Return on Ad Spend at nearly 4:1. Both brands averaged over a .8% CTR and achieved their CPA Goals handily.

The best result: the brands achieved cool-kid status amongst their target shoppers.

CTR

.36%

Return On Ad Spend

2:1

