

A CREATIVE SOLUTION WINS OVER A LEGAL CONUNDRUM AND **BOOSTS ENGAGEMENT.**

A leading wireless provider in the United States **sought to gain subscribers** by tracking new users that engaged with their landing page after seeing their Native Ads.

GOALS

The client ran two campaigns with Bidtellect: Big 6 (large cities) and Little 7 (smaller cities). We targeted by DMA and zip code, as well as targeted other mobile carriers while suppressing the clients users. The Goal of the campaign was to drive a 0.19% PEVR (Prospect Engaged Visit Rate), defined as the percent of "Prospects" (non-subscribers) reached by a Native Ad that then completed an "Engaged Visit" on the landing page. An Engaged Visit is defined as someone who spends more than 5 seconds on the landing page or clicked on any content or link on the site.

CHALLENGES

A major challenge quickly emerged once the campaign went live: the Terms and Conditions that their legal department required on the ads were cropping to fit the native ad spaces on publisher sites and cutting off important text.* This was a serious issue for the legal department, not to mention unappealing. Bidtellect suggested moving the Terms and Conditions to the Landing Page, but it was non-negotiable for legal reasons. We not only risked losing the campaign but business with the client.

SOLUTIONS & TACTICS

Bidtellect's creative services team, [b]+studio, came up with a creative solution to the unsightly Terms and Conditions conundrum: animation. This was not only a solution that displayed the Terms and Conditions no matter the site but a creative win, giving the ad placement even more oomph: cinemagraphs are eye-catching and enhance engagement. It was well-received by the agency.

*Note: this was before the introduction of Bidtellect platform's Intelligent Cropping capabilities.

RESULTS

This case exemplified the power of creative solutions, teamwork, and Bidtellect's creative services team, [b]+studio. Including Terms and Conditions was a non-negotiable legal requirement, and Bidtellect proved the value of its expert creative services team by not only solving the cropping and text issue, but creating an even more eye-catching ad. This solution was well received by both the agency and the client, which resulted in Bidtellect keeping the business live. Further, with the performance momentum we built, Bidtellect secured incremental as we were the top partner on the plan.

