

BIDTELLECT DRIVES SALES FOR MAJOR MEN'S RAZOR & SHAVING BRAND

OBJECTIVE

A major men's razor and shaving brand partnered with a major discount retailer to promote their upcoming holiday shaving bundles. The advertiser required an effective solution to drive awareness and encourage consumers to purchase the shaving bundles from a major discount retailer site. The landing page offered the opportunity to purchase the bundles at reduced pricing (up to 40% off!) and also featured other shaving products that the user could engage with and purchase with additional savings.

SOLUTIONS & TACTICS

Bidtellect utilized 3 ad formats (in-feed, recommendation widget and in-ad) across 3 ad formats (desktop, tablet and mobile) to drive awareness of the promotion. CPC pricing was used to drive in-market shoppers to the landing page and the campaign was optimized towards CTR.

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Bidtellect's performance was outstanding! We are extremely pleased and look forward to continuing our partnership with their team.

RESULTS

The client reported that their product sold out quickly due to the Native campaign.

