

LEADING SHOE RETAILER SEES IMPRESSIVE **0.67% CTR** WITH BIDTELLECT

Placement level optimization and high impact creative drove results.

GOALS & TACTICS

A major shoe retailer turned to Bidtellect with a goal of highest possible CTR for an upcoming campaign. Bidtellect leveraged algorithmic and manual placement level optimization and Bidtellect's in-house creative studio created and utilized high impact creative such as carousel and scroller units.

RESULTS

.67% CTR

The category campaigns performed extremely well from a performance and pricing standpoint, driving cheaper eCPMs and outperforming audience campaigns. The high impact units [carousel and scroller] performed particularly well and should be leveraged moving forward. The combination was a winner.

