

LEADING B2B TECH COMPANY ACHIEVES 201% LIFT IN BRAND AWARENESS FOR NEW PRODUCT LINE

Thanks to Bidtellect, the company successfully achieved CTR, Time on Site, and Brand Awareness goals for its new product line.

OBJECTIVE

The company's primary goal was to build brand awareness and brand favorability for its new product line. They looked to measure successful engagement using CTR (goal of .2%) and site engagement, including time on site (goal of 60 seconds), and page views.

SOLUTIONS & TACTICS

Bidtellect distributed Native display formats utilizing contextual targeting and ABM audience targeting.

- Native Display Formats
- Contextual Targeting: Technology & Business Sites
- ABM Audience Targeting

RESULTS

Bidtellect exceeded CTR and Time on Site performance goals and successfully lifted brand awareness by 201% and brand favorability to a whopping 313%.

Kantar Millward Brown Metrics:

201% Lift

Brand Awareness

313% Lift

Brand Favorability

.27% CTR

Exceeded .2% Goal

81 Seconds

Time on Site Exceeded 60 Second Goal]

*For more on Bidtellect's Engagement Score™, [click here](#).