

# TELECOM TECH INDUSTRY PIONEER EAGER TO DRIVE TRAFFIC TO MEDIA SURPASSES BENCHMARK BY 330%

Bidtellect's in-house creative studio coupled with behavioral targeting led to success and an always-on partnership.

## OBJECTIVE

A leader in the telecommunications technology industry, the Company has new stories written about them and their pioneering technology each day. Eager to share their highlights with tech enthusiasts, their goal was to drive traffic to this earned media. The Company was currently working with other partners that fell below their benchmarks.

**KPI: To drive tech enthusiasts to earned media.**

## SOLUTIONS & TACTICS

Bidtellect utilized our full-service creative studio to create top-performing creative imagery and copy. We utilized Behavioral Targeting to reach Technology Enthusiasts, Samsung Enthusiasts, and Electronics Enthusiasts segments.

### RESULTS

Bidtellect performed 330% above benchmark, thanks to high-performing creative and the high performance of behavioral targeting, a testament to the scope and quality of audience reach via our data provider partners. This led to solid click engagement throughout the duration of the campaign.

Bidtellect became the top performer on plan, leading to always-on partnership.

# 330%

Above Benchmark

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