

TAX SOLUTION PROVIDER BEATS CPA GOAL BY 76%

Thanks to Bidtellect's proprietary technology and contextual learnings, the campaign well-surpassed CPA goals and led to a 105% increase in campaign budget. Bidtellect outperformed all Native competitors.

OBJECTIVE

A leading tax preparation solution provider utilized Bidtellect's native platform to reach consumers and measure the direct action of those that started the tax filing process. Goal: CPA of \$50.

CHALLENGES

The main challenges the team faced were budget and name recognition as compared to the Company's competitors.

SOLUTIONS & TACTICS

For the DR campaign, Bidtellect utilized native display placements, and maximized the platform's insights and learnings to optimize the majority of the campaign without a conversion pixel. The team adjusted the campaign daily to align with time of day, day of week, and creative optimizations. Targeting was broken out into contextual and behavioral.

RESULTS

Bidtellect consistently delivered a CPA of \$12, even without a conversion pixel - a testament to Bidtellect's proprietary technology and learnings of contextual behavior. A brand study also revealed the following positive results, including an increase in brand favorability, ad awareness, and consideration intent:

\$12

CPA

+4.0%

Brand Favorability

+2.5%

Online Ad Awareness

+1.6%

Consideration Intent

Thanks to the results, the Company increased the campaign budget by 105% in four months. Bidtellect proved to be in the top two highest performers on the entire media plan, successfully outperforming all native competitors.

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