

MULTINATIONAL TECH COMPANY PODCAST SUCCESS WITH BIDTELLECT

A multinational technology and software company wanted to maximize their newest digital channel: their president's podcast. Thanks to a combination of contextual and behavioral targeting across all devices and ad units, Bidtellect's Native platform successfully surpassed the CTR goal by 42% and the cost per click was 74% lower than the objective.

OBJECTIVES

CTR: .65%

eCPC: \$1.75

The company sought to drive traffic to their newly launched podcast featuring their president. To measure campaign success, the goals were podcast listens and downloads, traffic to the podcast landing page, and impressions/clicks.

SOLUTIONS & TACTICS

Bidtellect utilized Native contextual and behavioral targeting campaigns across all devices and ad units to reach primarily tech influencers in the wireless industry and OEMs in the U.S. and Europe.

RESULTS

Bidtellect performed above goal throughout the entirety of the campaign. The Contextual campaign drove the lower CPC while Behavioral drove the best CTR. In-Feed Desktop outperformed all products and devices from a CTR and eCPC perspective. Sundays and Tuesdays are driving the strongest CTR of all the days of the week. Top performing contextual categories include Technology & Computing, Sports, and Hobbies & Interests.

.92%

CTR

\$.45

eCPC