

WHOLESALE RETAILER SHIFTS SPEND OUTSIDE SOCIAL MEDIA WALLED GARDENS AND BEATS CPA GOAL BY 30%

A leading wholesale retailer turned to Bidtellect to shift their social media budget outside the walled gardens. The move not only quelled their concerns over brand placement next to user-generated content and polarizing ad environments, but surpassed their goals by 30%.

OBJECTIVE

\$110 Cost Per Acquisition

Signups to Loyalty Program

This Wholesale Retailer traditionally executed digital performance campaigns across Facebook, but developed concerns over being aligned next to user-generated content and polarizing ad environments. They were ready to explore running outside social channels. The client had strict CPA goals, and needed to quickly identify a digital solution that would drive new member acquisition.

SOLUTIONS & TACTICS

Bidtellect worked with the brand to understand their digital goals and challenges, and recommended a Native strategy to extend their Facebook creative assets into high-performing, contextually-relevant and brand safe open-web environments. Bidtellect recommended a mix of contextual targeting, custom publisher lists, and retargeting strategies in order to achieve acquisitions. Bidtellect leveraged IAS's semantic keyword brand safety solutions to ensure that all ads appeared in brand safe environments. Bidtellect's in house creative studio (b+studio) repurposed their existing social assets, as well as produced new creative for testing and performance.

RESULTS

After the 6 week test, Bidtellect exceeded the \$110 social CPA goal by over 30%, achieving an \$84.31 CPA. Bidtellect's platform and performance team was able to hone in on the best-performing Native placements across various publishers, creatives, and contextual environments that were driving the most efficient performance, as well as provide in-depth reporting.

The client saw immediate value in Bidtellect's native activation solutions. They renewed the campaign and extended the partnership to new markets based on performance and service.

\$84.31

CPA

30%

Exceeded goal by 30%

Note: If Social Media is Native Advertising within walled gardens, Bidtellect is Native Advertising for the open web. We're equipped to help brands seamlessly complement or supplement social strategies with a brand-safe open web strategy to scale effectively. [Read more here.](#)