

BIDTELLECT EXCEEDS FULL FUNNEL GOALS FOR LEADING AUTOMOTIVE TIRE BRAND BY 2X

Bidtellect was able to help leading automotive brand drive upper funnel, site engagement, and conversion performance.

PRIMARY GOALS

- Upper Funnel Goals: Awareness & Engagement
- Average Time on Site Goal: :30s

CHALLENGES

The Automotive brand partnered with Bidtellect in order to drive qualified audience engagement with their landing pages and content during their seasonal spring event. While the campaign was focused around upper funnel goals and awareness, on-site conversions were also being measured.

SOLUTIONS & TACTICS

Creative: Bidtellect recommended Responsive Native Display Units, given the time on site goals and conversions measured.

The brand was able to place Bidtellect's unique Proprietary Engagement Pixel on their site in order to optimize the campaign algorithmically towards site engagements and time spent on site.

The campaign leveraged Bidtellect's context-driven optimization algorithm in order to find sites, contextual environments, and ad placements most likely to deliver qualified site engagement, and time on site.

RESULTS

Bidtellect exceeded all upper-funnel goals, delivering an average time spent on site of 64.04 seconds - exceeding the :30s goal by over 2X.

Although conversions and CPA was not a primary goal, Bidtellect's qualified site traffic delivered 394 conversions, and an overall CPA of \$261.04, which exceeded the performance of partners on the lower-funnel plan.

Bidtellect will be partnering with this brand for their Fall seasonal promotion, and will now be participating in the lower-funnel initiatives given the additional performance driven.

64.04 seconds Average Time on Site

394 Conversions

\$261.04 Overall CPA