

LEADING INSURANCE COMPANY RUNS TEST WITH BIDTELLECT, BEATS PREVIOUS CPA GOAL BY 3X

Leading insurance company ran a test campaign with Bidtellect to test CPA and Viewability. The results landed Bidtellect a spot as their sole Native DSP partner moving forward.

PRIMARY GOALS

The company enlisted Bidtellect for a campaign test to showcase our full capabilities as a native DSP performance partner. Goals were set for CPA and Viewability.

- CPA: \$157
- Viewability: 70%

SOLUTIONS & TACTICS

Bidtellect's team made numerous site and ad slot level blocks based on low CPA performance, viewability, and relevancy to the brand over the life of the flight. Thanks to Bidtellect's [b]+studio creative services, the creative assets maximized several best practices, such as "lifestyle /people in action" images, as well as providing quick and digestible value to consumers within the creative, allowing the target audience to understand what type of content they can expect with each click.

RESULTS

Bidtellect not only outperformed the company's previous partners, but beat their CPA goal of \$157 by 3x and delivered a CPA \$47.34.

A combination of Bidtellect's sophisticated technology, cookieless strategy, and forward-thinking team ultimately delivered exceptional performance. The company was so impressed that they switched partners, naming Bidtellect their native DSP partner moving forward.

\$47.34 CPA

78.95% Viewability