

NATIONAL CBD BRAND ACHIEVES MAX POST-CLICK ENGAGEMENT WITH BIDTELLECT: 283% ABOVE AVERAGE TIME ON SITE

A powerful combination of context-driven technology and high-performance native ad placements drove cost-effective, qualified site visitors to this CBD brand's content and product pages.

OBJECTIVE

A national CBD brand advertiser wanted to reach potential customers, specifically by testing the performance of context-driven tactics beyond the click. To emphasize post-click performance and to validate qualified site visitors, the team set a primary goal of Cost Per Non-Bounced User, as well as effective CPA measurement from online product sales.

Cost Per Non-Bounced User: < \$4

SOLUTIONS & TACTICS

Native ad placements driven by context technology resonate with the target CBD audience for two reasons. First, the native ads blend seamlessly into the content on the page; second, their relevance to the editorial subject matter encourages users to engage beyond the click: Health & Fitness, Nutrition, Men's Health, Women's Health, Sports Medicine, Food & Drink, Arts & Entertainment, News and Shopping. Finally, Bidtellect's ability to optimize down to the placement level ensured ideal placement and cost-effective bidding for maximum ROI.



RESULTS

Bidtellect was hugely successful in driving qualified site visitors toward the CBD brand's product pages, staying well below the Cost Per Non-Bounced User goal. In fact, Bidtellect achieved an average Time on Site of 149.43 seconds, 283% above average, along with strong frequency and minimal bounce rates.

As a result, the campaign was renewed for an always-on monthly partnership.

\$2.26

Cost Per Non-Bounced User

1.14

Average Frequency Per 30 Days

149.43 Secs

Average Time On Site

283%

Above Average Time on Site