

# BIDTELLECT EXECUTES AWARENESS STRATEGY FOR NEW TO MARKET ROBOT WALKING COMPANION, EXCEEDS GOALS ACROSS FORMATS

Tasked with creating awareness and driving purchases within a niche audience and set of DMAs, Bidtellect maximized its context-driven capabilities across Native Video and Responsive Native Display for campaign success.

## OBJECTIVE

A leading design tech agency wanted to promote one of their newest product offerings: a small, mobile robot built to assist users while running errands and going about day-to-day activities. The team wanted to raise awareness and ultimately drive purchases of the new robot product.

**Video KPI: VCR 70%**

**Responsive Native Display KPI: CTR Best Possible**

## SOLUTIONS & TACTICS

Bidtellect was tasked with creating awareness across a niche audience set within select designated market areas (DMAs). Since the product had a high purchase price and long path to purchase, it was important to execute a full funnel digital strategy to promote both awareness and consideration efforts.

Bidtellect used advanced contextual targeting to hone in on existing and potential "Pedestrian Pioneers" likely to research and purchase the new robot product. The team executed Native Video to drive awareness, Responsive Native Display to promote content both on the blog and across earned media reviews, and sequential retargeting to re-message consumers who had engaged with the content to drive them further down the consideration path to purchase.

## RESULTS

Bidtellect exceeded both video and display goals, and the campaign's performance resulted in three rounds of incremental funding and a campaign end date extension.

# 77.27%

Video KPI: VCR

# .27%

Responsive Native Display KPI

