

BIDTELLECT ACHIEVES 309% OVERALL IO INCREASE WITH CONSISTENT CONVERSION PERFORMANCE

A leading discount eye care retailer turned to Bidtellect to ditch their current campaign tactics and convert Responsive Native Ads into eye examination appointments.

OBJECTIVE

A leading discount retailer of eye examinations, eyeglasses, and contact lenses wanted to drive eye-examination appointment booking conversions.

CPA: >\$50.00

CHALLENGES

The company's current display campaigns along with heavy TV and video spending were simply not driving the in-store appointments levels needed to increase the business in the new year.

SOLUTIONS & TACTICS

A refreshed strategy was necessary. As a main tactic, Bidtellect utilized our Responsive Native Ads to drive efficient traffic and ultimately conversions. Bidtellect's platform technology made continuous optimizations to maximize ad performance. Simultaneously, the team's performance analysts made manual optimizations and retargeting recommendations to achieve results.

RESULTS

Bidtellect achieved and surpassed the KPI of \$50.00 month over month so consistently that we have grown the original IO by 309%. With every increase, the company has reported outstanding customer service by Bidtellect's account management and performance teams.

>\$50.00
CPA

309%
Total IO Increase

