

# CASE STUDY

## MAJOR BEAUTY BRAND GOES NATIVE WITH BIDTELLECT, BEATS CTR BENCHMARK BY 2X & ECPC GOAL BY 117%

### Goals

A major beauty brand wanted to drive conversions to a new hair product with CTR set as the primary goal and eCPC as the secondary goal.

- CTR: 0.15%
- eCPC: \$1.50

### Challenges

The Company initially wanted to track sales conversions with a specific third-party retailer, which was not measurable.

### Solutions & Tactics

Instead, the team worked together to find a measurable and constructive goal: CTR. Next, Bidtellect suggested maximizing Native Banners to drive efficient eCPCs and quality CTRs. The Company was more familiar with Linear TV and display banners, so they were excited for Native as a new format and tactic. Additionally, the Company was impressed with [b]+studio's creative asset creation and services, which led to higher engagement.

## Results

Overall CTR closed at 0.30%, 2x Bidtellect's internal benchmark. Overall eCPC closed at \$0.69, outperforming the vertical benchmark of \$1.50. The success of this initial test led to multiple RFPs and budget growth quarter over quarter.

