

CASE STUDY

MAJOR CLOUD STORAGE SERVICE COMPANY EXCEEDS CPA GOAL BY 84% WITH BIDTELLECT

Goals

A major Cloud Storage Service company turned to Bidtellect to build awareness and reach new CPA and secondary CTR goals.

- CPA: \$26
- CTR: .44%

Challenges

The Company decided to set their CPA goal based on previous remarketing efforts with another platform plus a 20% increase - which could lead to unrealistic expectations.

Solutions & Tactics

Bidtellect helped set realistic expectations then got to work running additional audiences and contextual tactics outside of remarketing to lead to higher overall CPAs. The team maximized use of block lists, key word lists for brand safety, and practiced fluidity between tactics. Bidtellect's team made optimizations that included blocking placements that were not as effective, while focusing on devices and day/time of the week that were strongest performers.

Results

Bidtellect not only succeeded in building awareness with a combined 12,203,285 impressions over both campaigns, but surpassed the CPA goal and secondary CTR goal. "Setting expectations" turned out to be unnecessary! Thanks to the performance results and service, the Company is planning a much larger investment with Bidtellect for Q3 and beyond.

