

# BIDTELLECT REACHES INFANT PARENTS & DOCS FOR BABY FORMULA BRAND, BRINGS IN 44K SITE VIEWS TO CUSTOM CONTENT

Bidtellect's combination of audience and contextual targeting technology plus proprietary optimization and creative recommendations led to results below CPLPV goals, with 0.42% CTR and 44K total qualified site views in just a short span of time.

## OBJECTIVE

Bidtellect partnered with a leading Baby Formula brand to increase engagement with their new content tailored to the needs of infant parents and doctors. Specifically, they sought to reach parents and caregivers of infants from 0-2 years old, as well as pediatric healthcare professionals.

## GOALS

This brand was seeking a partner that could help them reach highly qualified audiences and not only help them drive high volumes of clicks, but also qualified landing page visits and engaged site traffic. Primary media goals included driving high CTRs as well as a \$3.00 cost per qualified landing page visit.

- High CTR
- \$3 Cost Per Qualified Landing Page Visit

## SOLUTIONS & TACTICS

Targeting:

- Audience Targeting: Mothers of infants 0-2 & Pediatric Healthcare Professionals
- Contextual Targeting: Align with Parenting & Health Content
- Site Retargeting

Creative Tactics:

Bidtellect recommended leveraging Responsive Native Display units to not only drive clicks, but also drive on-site engagement. Bidtellect's in-house creative team, [b]+studio, created custom creative units that included copy and imagery most likely to drive conversions.

Optimization Tactics:

This brand leveraged Bidtellect's proprietary engagement pixel to measure and optimize their media spend towards site engagement metrics such as qualified lands, cost per visit, average time on site, and low bounce rates. Bidtellect was able to help them find specific publishers, contextual environments, and audiences that were most likely to engage with their site.

## RESULTS

Bidtellect was able to help this brand drive both high CTRs and high volumes of qualified site traffic to engage with the brand's custom content.

**0.42%** Overall CTR

**\$2.09** Cost Per Landing Page Visit (CPLPV)

**44,000** Over 44,000 total qualified site views!