

CPG BRAND SEEKING QUALIFIED SHOPPER AUDIENCES BEATS CTR INDUSTRY BENCHMARKS BY 2X USING BIDTELLECT CONTEXTUAL & AUDIENCE TACTICS

Contextual alignment, audience & affinity targeting, and creative expertise led to high CTR, low cost per visitor, and over 225,000 unique site visitors.

OBJECTIVE

This CPG brand partnered with Bidtellect to engage with qualified shopper audiences. Their goal was to run a mix of “Always On” and Holiday heavy-up campaigns to drive brand lift, consideration, and site engagement

GOALS

The primary media goals of this campaign were driving a .25% CTR, as well as a \$3 cost per engaged site visitor.

- .25% CTR
- \$3 cost per engaged site visitor

CHALLENGES

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.

SOLUTIONS & TACTICS

Targeting:

- Contextual Alignment: Food & Drink, Recipe & Shopping content
- Audience & Affinity Targeting across: Recipes, Baking, Cooking, Desserts, Mixes, Donuts, Muffins & Pastries

Creative Tactics:

Bidtellect recommended leveraging Responsive Native Display units to not only drive clicks, but to also drive on-site engagement. Bidtellect’s creative studio also helped the brand generate these units to include copy and imagery 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.

Final results include:

.40% Overall CTR
(Nearly 2x industry benchmarks)

\$1.95 Cost Engaged Site
Visitor

225,000 Over 225,000
Unique Site Visitors!