

REGIONAL GROCERY TARGETS BUYERS WITH USEFUL RECIPE CONTENT IN CONTEXTUALLY-RELEVANT ENVIRONMENTS, GENERATING ENGAGEMENT

Bidtellect's well-rounded strategy, technology, and team expertise led to efficient site traffic, qualified site engagement, and .68% overall CTR for this campaign.

OBJECTIVE

A regional grocery store brand turned to Bidtellect to generate brand awareness and consideration by distributing useful recipe content to shoppers in their various markets.

GOALS

Drive high CTRs, qualified content engagement, and efficient site traffic.

CHALLENGES

Reaching qualified audiences with engaging ad formats within contextually relevant food, drink and recipe content.

SOLUTIONS & TACTICS

Targeting:

- Geo Targeting across Kansas City DMA Markets
- Contextual Targeting to align with Recipe, Food & Drink content
- Bidtellect proprietary audience targeting to reach shoppers and audiences who frequently engage with food and recipe content
- Retargeting off the brands website

Creative Tactics:

Bidtellect proposed running Responsive Native Display units, as well as High Impact Scroller Units to immerse the brands content within contextually relevant publisher environments. Bidtellect's in-house creative services team, [b]+studio, also created custom imagery and copy to leverage within these units.

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

Thanks to Bidtellect, the brand's campaign drove efficient site traffic and qualified site engagement.

.68% Overall CTR

\$1.71 Cost per Qualified Site Visitor

60 secs Over 60 seconds Average Time on Site