

TELECOMMUNICATIONS BRAND PARTNERS WITH BIDTELLECT ON A FULL-FUNNEL DIGITAL APPROACH TO DRIVE BRANDING, ENGAGEMENT AND COST-PER ORDER GOALS

Bidtellect's cross-format creative solutions, sequential messaging strategies and full funnel media KPI optimization helped this leading Telecommunications brand exceed goals across branding, consideration and new orders.

OBJECTIVE

The goal of this campaign was to implement a full funnel digital strategy that spanned across awareness, consideration and digital purchase goals. Bidtellect proposed a strategy across Video, High Impact Units & Native Display strategies to accomplish goals across the funnel, and tied together these strategies with sequential messaging.

GOALS

- Branding: Video Completion Rate (75%), High Impact CTR .25%
- Content Engagement & Consideration: .5% CTR
- Demand & Cost Per Order: \$750 CPO Goal

CHALLENGES

This brand was looking for a partner that would help them target competitive subscribers, as well as scale in specific geo markets & zip codes. Bidtellect was able to help this brand target locally (zips), reach relevant users & exceed all full funnel performance goals set forth.

SOLUTIONS & TACTICS

Targeting:

- Zip Code Targeting Across markets where services were available
- Audience Targeting for competitive conquering
- Contextual Targeting to align with content related to: Home, Family Internet, Wireless Technology, Internet Technology, Family, New Movers, 5G & Mobile Phones.
- Retargeting Site visitors
- Sequential messaging strategies to serve potential customers who had been exposed to a video ad with a follow up display and native ad.

Creative Tactics: Bidtellect proposed running a mix of Instream & Outstream Video, as well as High Impact Rich Units for Branding. Native Display ads for their consideration and content to immerse the brands content within contextually relevant publisher environments, and Finally Native & Display Banners for the CPO performance portion of the campaign. Bidtellect's in-house creative services team, [b]+studio, was able to produce and tailor creatives as added value.

Optimization Tactics: Bidtellect's optimization algorithm was able to identify specific publishers, contextual environments, and audiences that were most likely to engage with their site and convert. The algorithm was also able to ensure the proper CPM bids were placed in order to meet and exceed all CPO, CTR & VCR goals. This brand also leveraged Bidtellect's proprietary site engagement pixel to measure and optimize their media spend towards site engagement metrics for the content consideration tactic by using data such as cost per visit, average time on site, and low bounces.

RESULTS

Thanks to Bidtellect, the brand's full funnel campaign met and exceeded all full funnel goals set forth! Final results include:

86% VCR (75% Goal)
For Video

.33% CTR for High
Impact Unit (.25%
Goal)

.93% CTR for Content
Engagement Articles
(.5% Goal)

\$567.45 CPO (\$750 CPO
Goal)