

BIDTELLECT BRINGS MORE EFFICIENCY TO DELIVERY, RETARGETING THANKS TO CONTEXT IN HEAD-TO-HEAD TEST

Bidtellect achieved a 110% lower average eCPM and 1180% higher purchase intent in prospecting, and a 142% lower average eCPM and a 46% higher purchase intent rate in retargeting thanks to AARDvark and contextual tools.

OBJECTIVE

An agency's brewing company client worked with Bidtellect to reach consumers in a head-to-head test to measure targeting and retargeting capabilities against another programmatic partner.

GOALS

Over four weeks, the teams measured and compared CTR, eCPM, and Purchase Intent to determine the value of Bidtellect's contextual technology in performance.

SOLUTIONS & TACTICS

Bidtellect's unique AARDvark (Automatic Algorithmic Rate Determination) optimization tool uses contextual signals to automatically bid for the most efficient price on each ad opportunity, factoring in the brand's specific goal types.

In addition to cost savings thanks to the automatic bid factoring, contextual tools saved on audience costs, further contributing to the lower eCPMs. Following efficient prospecting with a retargeting strategy brought higher conversion and purchase intent wins for the brand client.

RESULTS

While the two partners at first maintained head-to-head performance, Bidtellect's cost efficiency, contextual tools, and retargeting capabilities ultimately well outperformed the other partner, resulting in a win for the client. Bidtellect won lower eCPMs, and, when factoring in the spend and purchase intent, ultimately drove a better purchase intent rate.

Prospecting:

Bidtellect Achieves

110% Lower Average eCPM

1180% Higher Purchase Intent

15% Higher Purchase Intent Rate

Retargeting:

Bidtellect Achieves

142% Lower Average eCPM

420% Higher Purchase Intent

46% Higher Purchase Intent Rate