

# THE POWER OF CONTEXT: NEW CASE STUDY HIGHLIGHTS THE EFFICIENCY OF BOMBORA CONTEXTUAL SEGMENTS IN BIDTELLECT PROGRAMMATIC DSP

Bidtellect, a leading performance-driven DSP, and Bombora, the leading provider of Intent data for B2B sales and marketing, partner up to **deliver 83% more clicks & 48% lower CPA** for a financial services client thanks to contextual targeting technology.

A financial services client turned to Bidtellect to drive landing page visits and chat bot interactions from users. Together, Bidtellect and the client opted to test the effectiveness of a contextual versus behavioral targeting strategy.

The team utilized **Bombora’s contextual segments to complement Bidtellect’s bidding technology.**

The contextual campaign created a more efficient targeting strategy for the client - surpassing behavioral in performance and cost-effectiveness.

The head-to-head test highlights the power of context-driven cookieless technology as a performance tool, rather than simply a cookie alternative.

### GOALS:

The primary KPIs for this campaign were Landing Page Arrivals & Chat Bot Interactions.

### THE STRATEGY:

This financial services client worked with Bidtellect to test the effectiveness of contextual and behavioral targeting strategies. They ran two campaigns under similar conditions: a Test utilizing Bombora’s Contextual Segments and a Control utilizing Behavioral segments.

Name	Budget	Impressions	Clicks	CTR	Spend	Total Conversions	Total eCPA	eCPC	eCPM	Behavioral Fee
TEST	\$7,500.00	1,034,331	910	.09%	\$5,975.87	371	\$16.11	\$6.57	\$5.78	\$-
CONTROL	\$7,500.00	748,482	498	.07%	\$5,919.04	242	\$24.46	\$11.89	\$7.91	\$2,125.69

Campaign Conversions	Spend	Click to Call CPA	ChatBot Conversions	ChatBot CPA	Landing Page Conversions	Landing Page CPA
TEST	\$5,975.87	\$746.98	28	\$213.42	335	\$17.84
CONTROL	\$5,919.04	\$739.88	23	\$257.35	204	\$29.01

### THE RESULTS:

The clear winner from both a CPA and efficiency standpoint is the **Bombora Contextual Campaign (Test)** over the Bombora Behavioral Audience Campaign (Control). The cost of driving users to the landing pages using the contextual technology was significantly more efficient than without, saving the client money and maximizing return on spend.

- **eCPC and eCPMs Efficiency:** The Bombora Contextual Test eCPC was almost half of the Control Behavioral eCPC. The eCPM was \$2 lower.
- **More Impressions:** Due to these efficiencies, the Contextual Test Campaign was able to deliver over 38% more impressions and a whopping 83% more clicks by the Contextual Test Campaign compared to the Control Campaign.
- **Behavioral Cost:** \$2,000 of the Behavioral Control Campaign spend went strictly to audience cost. That audience cost could have gone towards an estimated 400,000 additional impressions and 350 additional clicks.
- **Higher Landing Page & Chatbot Conversions:** The Bombora Contextual Test campaign performed 48% better in Landing Page CPA and 19% better in Chatbot CPA compared to the Control Behavioral Campaign.

Read more about the cookieless solution [here](#).