



SITUATION

A Top 20 retailer in the consumer electronics and computing vertical wanted to execute ROI-focused display advertising campaigns, but its existing vendor lacked the sophisticated targeting capabilities and performance metrics that they needed to effectively deploy such campaigns.

CHALLENGES

The advertiser's vendor required adding or changing tracking tags on the advertiser's site for each new audience segment. They also required 4 to 6 weeks for creative development, which often caused the advertiser to miss out on market opportunities. Finally, the vendor's reports looked nice, but lacked the depth required to fully understand the effectiveness of their ad campaigns.

In its search for a new vendor, the advertiser identified three key requirements to successfully execute these campaigns going forward: (1) a focus on new customer acquisition rather than retargeting its existing customer base; (2) optimized, dynamic ad creative that always highlights the latest offers in real-time; and (3) granular-level reporting that shows the true impact and value of each ad campaign, with drill-downs on all key metrics.

SOLUTION

Channel Intelligence (CI) applied its advanced technology and marketing services to provide a complete solution to meet the advertiser's needs. The first step was to understand the target audience, which leveraged CI's TrueTag™ technology to track audience buying behavior without requiring constant retagging of the advertiser's site. This audience insight was combined with CI's dynamic ad optimization capabilities to deploy more targeted, relevant and personalized messages of the latest offers to each consumer, based on that consumer's past behavior.

In addition, CI provided the advertiser with complete visibility into the direct response from these ads, as well as the longer-term sales lift from consumers that saw the ads. For example, they could measure the direct response from consumers that immediately responded to the ads without clicking on them (see sidebar). In addition, the advertiser could see exactly how often orders were credited to other marketing programs when assisted by the display advertising campaign.

RESULTS

The ROI of the customer acquisition campaigns using CI was **347% higher** than the campaigns of their previous vendor. The direct response rate of the highly-optimized ads was **322% higher** than the "dynamic" ads of the previous vendor. Beyond these impressive results, the advertiser was most pleased by their ability to quickly respond to market opportunities as CI was able to complete the creative design process in a few days vs. a few weeks, and to have more accurate insight into the true results of their campaigns.

DISPLAY AD SUCCESS METRICS

comScore® reports that 84% of consumers never click on display ads, but that doesn't mean that those consumers don't immediately respond to display ads using other methods.

CI created the **Effective Click** metric after analyzing the volumes of consumer behavior data collected via its ubiquitous TrueTag™ technology. This analysis revealed that consumers often responded to ads within 5 minutes of the ad impression by just typing in the advertiser's URL or doing an internet search. These activities are referred to as Effective Clicks because they have the same effect as if the consumer clicked on the ad.

For the advertiser in this case study, the Effective Clicks represented **42% of the direct responses** to the display ads. This audience generated **68% of the total sales** that were attributed to the display advertising campaign.