

B2B TECH CONSULTING FIRM TARGETS SOFTWARE USERS

OVERVIEW

A large technology consulting firm was looking to increase users of its network and software solutions. They enlisted our help to reach their relevant audience, deliver timely advertisements and drive conversions. The advertiser's goal was to achieve a CTR higher than the industry average of .08-.1%.

SOLUTION

The team developed a comprehensive strategy of search retargeting at the keyword level and site retargeting. With quick learning from the campaign launch, our team was able to increase and optimize the keywords and blacklist specific domains to more precisely target customers. With A/B testing, the team updated the creative several times to increase overall campaign effectiveness.

RESULTS

Through multiple tactics and optimizations, we delivered a CTR of .15%, nearly double the industry average and the client's goal.

1.6X+

CAMPAIGN GOAL

CATEGORY
CONSULTING

CAMPAIGN
GOAL

.08-1%

CTR

CAMPAIGN
RESULT

.16% CTR