

BEAUTY SCHOOL CONVERTS BIG

CHALLENGE

A local beauty school was looking to increase enrollments for the upcoming semester, boost website traffic, and drive student inquiries and tours. They enlisted our help to utilize new geo-fencing technology and several other tactics to reach their relevant audience across display, video and mobile.

SOLUTION

The advertiser identified the key locations to target their target audience, focusing on area high schools and similar beauty schools. The team then developed a comprehensive strategy of geo-fencing with conversion zones to target those locations and then measure conversions to the advertiser's school. The campaign also featured search retargeting at the keyword level, category contextual targeting, site retargeting and mobile geo-optimization. Our multivariate algorithms worked to further optimize the campaign by making dayparting and frequency capping adjustments mid-flight to maximize budget and impressions. Additionally, the team was able to optimize keywords and blacklist certain domains mid-flight to decrease CPA and extend reach to the target audience.

RESULTS

We were able to deliver a .12% CTR, exceeding the industry average and the client's goal of .08-.1%, and a low CPA of \$2.69. With our Conversion Zone tool, the advertiser was also able to track their Total Visit Rate (TVR) and Cost Per Visit (CPV).

.12%
CTR

CATEGORY
EDUCATION

CAMPAIGN
LENGTH
3 MONTHS

CAMPAIGN
RESULT
\$2.69 CPA