CASE STUDY

Skyrocket Your Campaign's CTR with a 95% Surge in 14 Days!

Created

Jun 22, 2023

AnalyticsLiv

TABLE OF CONTENTS

www.analyticsliv.com

UNLEASH THE POWER OF DATA

About the Business

Our client operates a motivational content website featuring auto-play videos. The primary goal is to drive relevant traffic to the website. Emphasizing measurable outcomes over generic metrics, such as Click-through-rate (CTR) and Ad Interactions, became a key focus.

The Challenge

The challenge was to drive website traffic and boost the video engagement. The emphasis was on concrete outcomes rather than traditional performance metrics.

The Approach

To tackle this challenge, a comprehensive A/B testing strategy was implemented. Tests were conducted on creative size, audience category, device, and environment type. The objective of the a/b tests was to narrow down targeting, and create separate entities which will help to engage the most relevant and interested users. Additionally, a focus on blacklist strategy helped in identifying and eliminating ineffective inventory.

1. Targeting:

   - We had carefully chosen a combination of audiences, including Google affinity, in-market, and custom intent audiences. The outcome was driven through the intent of the users based on their interests.
   - Implementation of relevant keywords and category targeting further refined the core audience, enhancing overall relevancy.
   - Focus on optimizing the targeting environment and analysis to attract high-quality users with improved CTR. We evaluated the performance of both the website and app, and tailored our approach for various Line Items accordingly.

2. Creative Optimisation: Our strategy involved testing creatives with different sizes, formats, and types to identify the most effective in terms of Click-through-rate (CTR) and engagement.
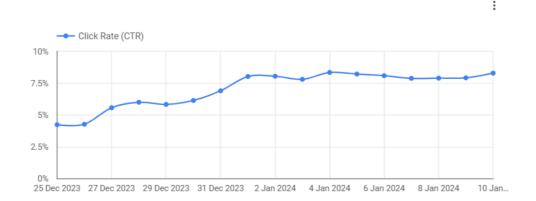
Results

The campaigns exceeded expectations, achieving a Click-through Rate 4X above the market average. Notably, there was a substantial increase in traffic to the landing page, indicating the success of the targeted engagement strategies.

Platforms

Display &
Video 360