CASE STUDY

Driving Higher Conversions with a 27% Reduction in CPA

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Client

Auxi is tailored for professionals who design intricate presentations, catering to leading global consulting and investment banking firms. Utilising the robust capabilities of Microsoft Azure, it is trusted by over 350 institutions, including 8 of the top 10 consulting firms as ranked by Vault.com.

Challenge

The main objective was to increase conversions while reducing the cost per conversion, as well as identifying the appropriate keywords and target audience to generate more leads for the campaign.

Approach

Crafting a New Campaign with Strategic Keyword Selection: Our approach to Crafting campaigns is rooted in detailed analysis and precision targeting. We began by delving deep into our client's existing campaign to extract valuable insights. we pinpointed intent-based keywords, behaviours, demographics, and geographic indicators associated with high engagement.

Optimising Bids with Enhanced CPC: After analyzing the campaign, we implemented enhanced CPC strategies to dynamically adjust manual bids. It helps in making informed decisions about where to allocate the advertising budget and which bidding strategy drives the maximum return.

This proactive approach allowed us to elevate bids in scenarios with a high likelihood of conversion while strategically reducing bids in less promising situations. By doing so, we optimized our client's budget allocation, ensuring maximum return on investment.

Identifying and Excluding Non-Performing Segments: we identified segments of the audience displaying minimal engagement with AI products, leading to inflated cost-per-click rates. To resolve this issue, we strategically excluded these non-performing segments from our ad targeting parameters. This strategic move

enabled us to reallocate resources towards segments exhibiting a greater propensity for engagement, thereby enhancing campaign effectiveness.
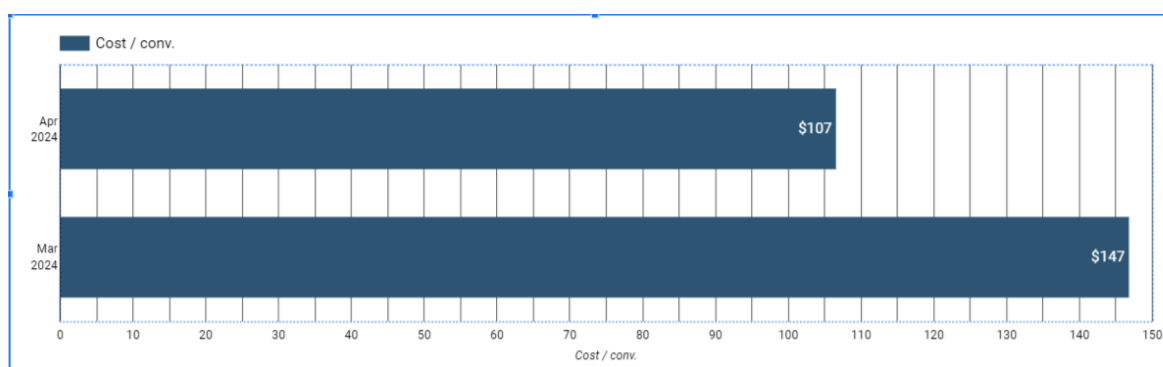
Precision Targeting by Gender and Age: we focus on the specific age groups that displayed genuine interest in the offerings. Clarify our audience targeting criteria to align closely with the demographics of engaged users and increase the bids on them. This Unique approach ensured that our efforts resonated with the intended audience, driving meaningful results.

At **AnalyticsLiv**, we believe that Precise audience targeting is very important. We very carefully choose the audience segments to reach target people with certain interests, behaviours, or detailed demographics. These particular selections were aligned with each segment of the website.

Conclusion

Significant CPA Reduction: By excluding non-performing segments and targeting more relevant segments, the client experienced a substantial reduction in CPA. This resulted in cost savings without compromising the quality of traffic.

- The CPA experienced a **substantial 27% decrease in two months**. [April 2024 compared to March 2024]

Platform