

# **DV360 Lowering cost per conversion by 77% with increase in conversions through funnel targeted audiences : A Case Study in DV360 Ad Optimization**

## **Background**

Artarium was born from a passion for art and craftsmanship. They create unique decor pieces designed to transform spaces and uplift moods. With a keen eye for design and quality, they bring artistic wonders to life, making every space feel inspiring and elegant.

## **Challenge**

The client got in touch to explore how DV360 can help in achieving better outcomes in terms of effective utilization of the first party data and nudging the user down the funnel for purchases as the end goal.

Currently, the limited reach and inventory availability across GDN and social is not pushing the first party data utilization's limits. Thus, a better and more comprehensive placement group was required with capability to choose the right arena of presence across the Internet.

## **Approach**

We started first, with a surety of gathering first party data, using the floodlight pixel implementation for multiple events in the journey of a user. Parallely, GA4 was also integrated with DV360 to drive better segmentation of data and possibility to create data driven segments.

After starting to gather the data, the campaign structure was set to target different levels of customer segments separately with respect to audience type as well as device, leading to better sync between goals and configurations of the line items.

Once the structure set in, the budgets for different funnel segments were allocated to drive a better outcome in terms of purchases from the bottom of the funnel. We also added a touch of personalization with event based ad copies addition.

## Results:

77%

Improvement in cost per  
Conversion as we move from  
Category audiences to  
add to cart audience

49%

improvement in CTR between  
Category audiences and  
add to cart audience

25%+

Increase in conversions

- **Increased Conversions:** Conversions increased by more than 25%
- **Improved CTR less spent:** CTR improved by more than 49%

## Conclusion

This case study demonstrates the power of funnel based audience segmentation with personalization in DV360. By analysing performance and implementing strategic adjustments, we helped [Artarium] achieve improved conversions at cost effective rates.