

Targeted Value based custom bidding improves cost per conversion by 95% : A Case Study in DV360's Targeted Custom Bidding Feature

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

Artarium got in touch to explore how DV360 can help in achieving better outcomes in terms of effective utilization of the new bidding strategy and nudging the user down the funnel for purchases as the end goal.

AnalyticsLiv' team goal was to improve campaign efficiency by increasing conversions, while reducing CPA (Cost Per Acquisition) and overall spend. The challenge was to introduce and implement a new bidding strategy that would maximize performance while ensuring cost-effectiveness.

Approach

We started the account with an initially structured custom bidding model tailored to optimize for conversions bringing users down the funnel with a higher weightage added for purchase as the bottom of the funnel event along with other stages of funnel playing a role in weightage distribution. This was launched with the initial campaigns for brand reach, to ensure training of the custom bidding strategy is completed by the time we get the required volume in each audience associated with first party data.

We started the campaign with a custom bidding strategy for maximizing spends to ensure the learning of the campaign is not hindered while ensuring that right audiences are targeted with the right data. After a week, we understood the impr. Value / cost figure for every audience we were targeting and we aligned the campaign's line items to achieve the results in a target value. This was a routine activity with change lead by 5-10% of variance in improving the targeted value.

We refined the model by aligning bidding signals with high-intent users, ensuring smarter bid allocation and better results for our campaigns.

The next step aligned with the strategy is to get more and more users at the bottom of the funnel from the sole impact of clicks from DV360. A new custom bid strategy is on the way and we are ready to align our goals with our clients' success.

Results:

13x

Improvement in the conversions
as we reach with targeted value for
impressions

95%

Reduced in the CPA and its improve the
performance

42%

increase in ctr improve
in the campaign performance

- **Increased Conversions:** With the optimized custom bidding strategy, we saw a significant improvement in conversion at a rate of 13x.
- **Increase in CTR:** Improving CTR quality by 42%.
- **Reduced CPA:** CPA reduced by 95%, significantly improving campaign efficiency and improved the campaign goal.

Conclusion

This case study demonstrates the power of funnel based audience segmentation with personalization in DV360. By analysing performance and implementing strategic adjustments, AnalyticsLiv helped Artarium achieve improved conversions at cost efficient CPA.