

CASE STUDY

Driving the Campaigns in DV360 to Post
Click Attribution Success with a 36%
reduction in CPI

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About the Business

Our client is a fintech company providing a digital lending platform, offering convenient and quick financial solutions through technology. Their objective is to optimize conversion rates while simultaneously cultivating brand awareness.



The Challenge

The primary objective was to enhance post-click conversions, particularly app installations and sign-ups, while maintaining cost-per-acquisition targets. The goal was to achieve maximum conversions while ensuring cost efficiency.

The Approach



To address this challenge, we adopted a strategic approach tailored to our client's needs. By targeting narrower audience segments, we aimed to engage the most relevant and interested users. Incorporating category targeting within the finance industry helped us maximize exposure to the desired audience. Additionally, we focused our campaign on top tier

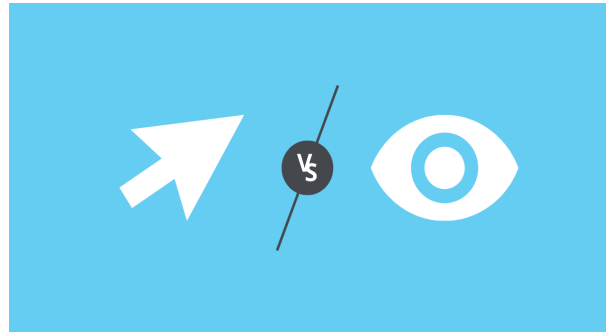
cities to minimize unnecessary ad spend.

1. **Targeting:** Our targeting strategy encompassed a range of audience types, including affinity, in-market, and custom intent audiences. By leveraging these targeting methods, we aimed to reach individuals with specific interests and intentions related to personal finance and digital lending. Additionally, we utilized relevant keywords and category targeting to further refine our audience reach and increase relevancy.
2. **Creative Optimisation:** Our strategy included testing multiple creatives with different principles of persuasion like Social proof and authority to identify the one with a high CTR and performed creative size analysis to scale the performing One.

3. Conversion Attribution: To enhance the accuracy of our tracking, we transitioned from counting all conversions to exclusively measuring post-click conversions. By tracking only post-click conversions, we ensured that our measurement and optimization efforts were aligned with our client's goals. This optimization allowed us to attribute conversions directly to the impact of our advertising efforts, providing a clearer understanding of the campaign's performance. As a result, we observed a significant increase in conversions and a notable uplift in the post-click conversion rate.

Results

The implementation of count only post-click conversions in DV360 attribution led to substantial increase in post-click conversions and 36% reduction in CPI. Additionally, the conversion attribution shift led to a notable boost in the overall click-through rate of 38%. These positive outcomes demonstrated the effectiveness of our refined attribution model.



Platforms



