

CASE STUDY

From Inefficiency to Precision: Learn How
AnalyticsLiv Achieved a 78% CPC Reduction for a
News Publisher Giant

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Client

The Washington Examiner delivers high-quality breaking news and political analysis, ensuring readers stay informed about the latest developments in Washington through comprehensive coverage and insightful commentary.

Challenge

The initial challenge revolved around the high CPC rates, which indicated inefficient ad targeting. A detailed examination revealed that a significant portion of the audience was not engaging with the content, leading to wasted ad spend. The primary goal was to identify and exclude non-performing segments while focusing on a more receptive audience.

Approach

Thorough Audience Analysis: Our team conducted an in-depth analysis of the client's existing audience segments. We utilised data analytics tools to identify patterns, behaviours, and demographics associated with low engagement.

Identifying Non-Performing Segments: We identified audiences that showed little engagement with news content and were causing the high cost-per-click (CPC). We strategically excluded the identified non-performing segments from the ad targeting parameters. This allowed us to allocate the budget more effectively, focusing on segments that showed a higher likelihood of engagement.

Targeting Relevant Age Groups: To further enhance targeting precision, we concentrated our efforts on age groups that demonstrated a genuine interest in the news. This involved refining the audience targeting criteria to align more closely with the demographics of engaged users.

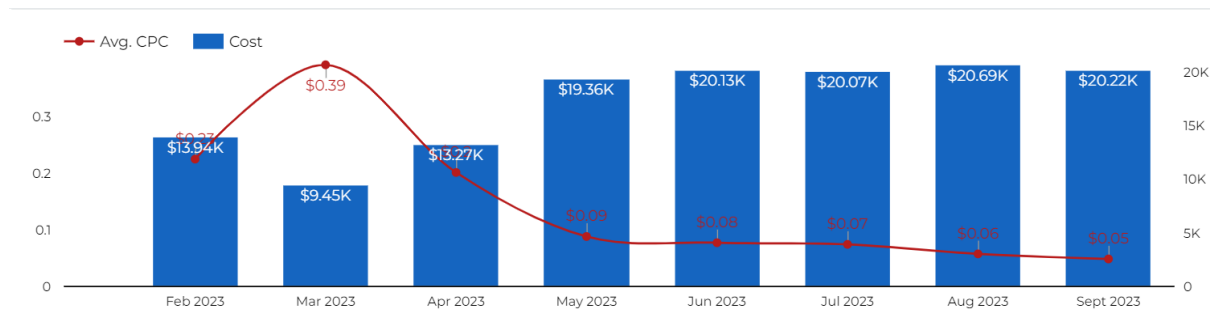
Choosing the right campaign Type: We conducted experiments with various ad types and campaign structures to identify the most effective campaign that contributed to generating traffic at a lower CPC

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, behaviour, or detailed demographics. These particular selections were aligned with each segment of the website.

Conclusion

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

- The CPC experienced a substantial 78% decrease in September compared to February



Platforms

