

3% CLICK THROUGH RATE ON DISPLAY CAMPAIGN ADS BY USING CUSTOM AUDIENCE TARGETING

CLIENT: ONLINE MEAT AUCTION WHOLESALER

THE ASK: CREATE AWARENESS FOR NEW MEAT WHOLESALE WEBSITE TO INTRODUCE NEW B2B AUCTIONING SYSTEM.

SNAGS: TARGET MARKET ARE PREDOMINANTLY ELDERLY INDIVIDUALS WHO ARE NOT COMFORTABLE ENGAGING WITH ONLINE MEDIA. CLIENT ALSO HAD LIMITED BUDGET WITH WHICH TO ACHIEVE OPTIMAL REACH.

SOLUTION

By using Custom Display Audience targeting wholesale meat terms, alongside Custom Display Audience targeting competitor websites, I was able to ensure the creative was served to relevant Audiences only, and get the most out of a small budget.

The GDN portion proved so efficient, that Search was paused and all budget moved into Display for the remainder of the campaign.

RESULTS

BOOKED IMPRESSIONS:	51,333
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ACHIEVED IMPRESSIONS:	426,957
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BOOKED CLICKS:	513
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ACHIEVED CLICKS:	12,291
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BOOKED CTR:	1%
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ACHIEVED CTR:	3%
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BOOKED CPC:	R10.00
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ACHIEVED CPC:	R1,16
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This campaign KPI did not include Conversions, however it did accrue 7 Leads from GDN at a CPA of R2,303,06.