

CUSTOM AUDIENCES REACHES MORE RELEVANT USERS AND 13% DECREASE IN CPA

CLIENT: INTERNATIONAL REMITTANCE SERVICE

THE ASK: TARGET CHINESE EXPATS IN AFRICAN COUNTRIES, WITH THE PURPOSE OF GETTING MORE PRODUCT SIGN UPS

SNAGS: TARGETING SPECIFICALLY CHINESE USERS ONLY. GOOGLE DISPLAY AUDIENCE TOO BROAD.

SOLUTION

Creating Custom Display Segment targeting where users spend time, in this instance, Chinese News Websites, Apps, Social Media Apps, Streaming Sites. By building out the campaign more granularly, each targeting segment can be ascertained individually based on performance.

RESULTS

Historic campaigns where Topic and Interest targeting for banking services and remittance was applied, shown in relation to Custom audience targeting:

	CTR	CPC	Conv Rate	CPA
Historic Metrics	1.53%	R0.25	1.21%	R20.59
Custom Audience Metrics	1.51%	R0.12	1.68%	R7.17

The most significant metric change comes in when one looks at the Cost per Acquisition, with a rather significant drop for the Custom Audience Campaign.

Taking into consideration that client has strict brand CI, there is not enough significant creative variety to account for this change.

Takeaway: Investing in building Custom Audiences based on where client spends leisure time, shows significant enough positive metric changes to merit ongoing use.