

Case study: Leading global financial services company lowers CPC by 48% and drives awareness of a new payment tool with Advertising.com's Sponsored Listings.

Challenge

A leading global financial services company launched a new payment technology tool and was looking to drive a large volume of qualified traffic to their site quickly. Mindshare, their agency, turned to Advertising.com Sponsored Listings to identify how to drive traffic efficiently with ads that would qualify the user based on very specific ad language. A quick turnaround was essential given the short time period for the campaign.

Solution

Our team reviewed the specific audience target that they were trying to reach as well as the volume goals and helped Mindshare develop campaign to generate quality traffic.

Given the need to garner large volume quickly, a fast launch window was needed. We were able to launch the program within one business day of initial request.

To reach the desired audience, ads were placed across the news, lifestyle and finance categories in both AOL owned and operated sites as well as across top comScore publisher sites.

As the campaign was running, Mindshare was able to utilize real-time reporting and network transparency to track performance. Our team provided recommendations to optimize and expand the campaign to reach their goal even faster.

Results

The Advertising.com Sponsored Listings network generated over 1 billion impressions of quality and premium traffic during the five week campaign. The exclusive inventory allowed Mindshare to specifically target the right consumers and deliver them with relevant ads that qualified the clicks gained. Sponsored Listings drove **1500% more clicks** than other content providers by being able to specifically reach the target consumer on high quality sites. Clicks from Advertising.com Sponsored Listings sustained a **48% lower cost per click** than any other content provider. By working with Advertising.com Sponsored Listings, Mindshare was able to hit the budget goal and surpass the click goal by 35%!

"The exclusive inventory of Advertising.com Sponsored Listings allowed us to make strategic decisions to specifically target the right consumers"

- **Danny Huynh, Mindshare**
Group Search Director
- **Samantha Hartsfield, Mindshare**
Associate Search Director

