

Case study: Advertising.com signs up new subscribers for top wireless company

Challenge

A leading wireless company asked Advertising.com to design a program that would reach the broadest possible audience in a short period of time to drive new subscriber acquisition.

Solution

Leveraging our industry-leading reach and optimization technologies, Advertising.com designed a NetBlock that offered massive, high-impact exposure to an enormous, but targeted, national audience.

Ad placements were optimized in real time across our network to emphasize the best performing ad units by size, creative and location.

Results

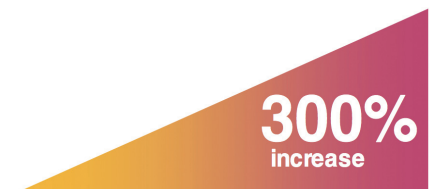
The campaign was a great success! In a single day the NetBlock...

- Delivered over 200M impressions, reaching virtually all potential service adopters.
- Provided additional insights about the best performing channels, markets and creative, supplying directional strategy for future campaigns.

The campaign had a halo effect on concurrent performance activities:

- Conversions from the ongoing acquisition campaign were increased 300%, achieving maximum lead volume at the lowest possible cost per order.
- Search volumes for brand terms increased by 20% on Google trends on the day of the NetBlock. The increase included all audiences, regardless of exposure to the campaign.

Conversions for CPA campaign



Source: Advertising.com Reporting, January 2009

The NetBlock had a great impact on the ongoing CPA campaign, increasing conversions by 300%.