Digital Plan For Consumer Packaged Goods Company

OVERVIEW

A regional CPG retailer engaged with Yesadvertising to introduce a new product, as well as to drive a targeted audience to its website. After reviewing Yesadvertising's broad range of media solutions, the client accepted Yesadvertising's proposal to run a CPM campaign.

BACKGROUND

The client, through its online agency, engaged Yesadvertising for an initial 4-week trial. The campaign was a blend of CPM branding and direct response, and used CTR as its primary performance metric.

EXECUTION

Yesadvertising leveraged its data-driven advertising platform to target the client's desired group of consumers in the Northeast & Western region of the United States. Using the CPM campaign, Yesadvertising used their advertising channel directed at women, and specific ISP targeting to increase the traffic from the desired audience and direct new and existing customers to the new product.

RESULT

Throughout the 4-week trial, Yesadvertising consistently delivered a high number of impressions and generated a CTR of 0.15% – well above the industry average. The CPM campaign increased traffic to the client's website, and **over 50% of that traffic downloaded a coupon for the new product.** Due to the high conversion rate, the client removed the coupon offer at the conclusion of the campaign. The client was very pleased with the placement of the ad on Yesadvertising's publisher sites, quality websites that effectively safeguarded the brand. As a result of the successful performance, the client decided to re-engage with Yesadvertising on multiple online advertising campaigns.

CLIENT OBJECTIVES

- Increase awareness and familiarity with the new product.

- Drive a targeted audience to its website

- Convert audience into consumers through a coupon download for the new product

Using Yesadvertising's data-driven platform and campaign optimization, CPG site increased their new visitors by 82%!

Start maximizing your ROI now:

Begin a campaign with Yesadvertising.com and immediately get your ads in front of the most relevant audience.