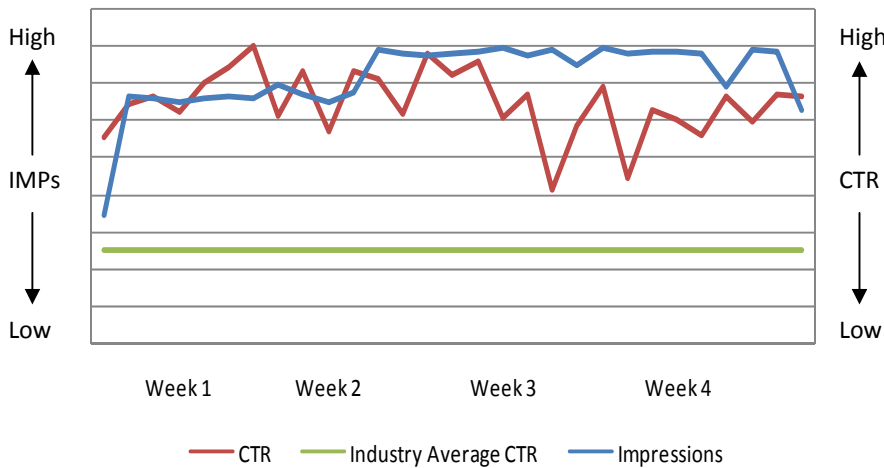


# Adconion Media Group - Case Study

## Fast Food Chain



### NEXT STEPS

Learn more about Adconion's advertising solutions and what we can deliver for you. Contact your sales representative for additional material or visit our website at: <http://www.adconion.com>

### ABOUT US

Adconion is the world's largest independent Audience Network with headquarters in London and offices in Germany, France, the US, Canada, and Australia. We deliver interactive media solutions using our proprietary technology that provides better results for premium advertisers and optimal revenue for publishers. Ask for actual client results and judge for yourself.

### OVERVIEW

A leading fast food chain worked with Adconion to introduce a new product and drive their target audience their website. After reviewing Adconion's broad range of media solutions, the client accepted Adconion's proposal to run a CPM-A campaign.

### BACKGROUND

The client worked through its online agency with Adconion for an initial 4-week trial. The campaign was a mixture of CPM branding and direct response and used CTR as its primary performance metric.

### 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
- Operate a brand-sensitive campaign

### COMPONENTS

Adconion leveraged its audience network to identify target the client's target demographic, parents in Phoenix, AZ. Using the CPM-A campaign, Adconion focused on the Parenting channel to increase exposure to their desired audience and direct them to the new product.

### RESULTS

Throughout the 4-week trial, Adconion consistently delivered a high number of impressions and generated an above industry average CTR of 0.12%. The CPM-A 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 Adconion's list of open, transparent sites that effectively safeguarded their brand.

As a result of the successful performance, the client decided to re-engage with Adconion on additional online advertising campaigns.

[www.adconion.com](http://www.adconion.com)

### GLOSSARY

**CPM:** Cost-per-mille, also known as cost-per-thousand impressions

**CPM-A:** purchased on a CPM optimized to an acquisition.

**CPA:** Cost-per-action. Also referred to as cost-per-sale or cost-per-lead

**eCPA:** Effective acquisition cost of running a CPM-A campaign

**CTR:** Frequency of click throughs as a percentage

**CPMC:** Purchased on a CPM optimized to a CTR

