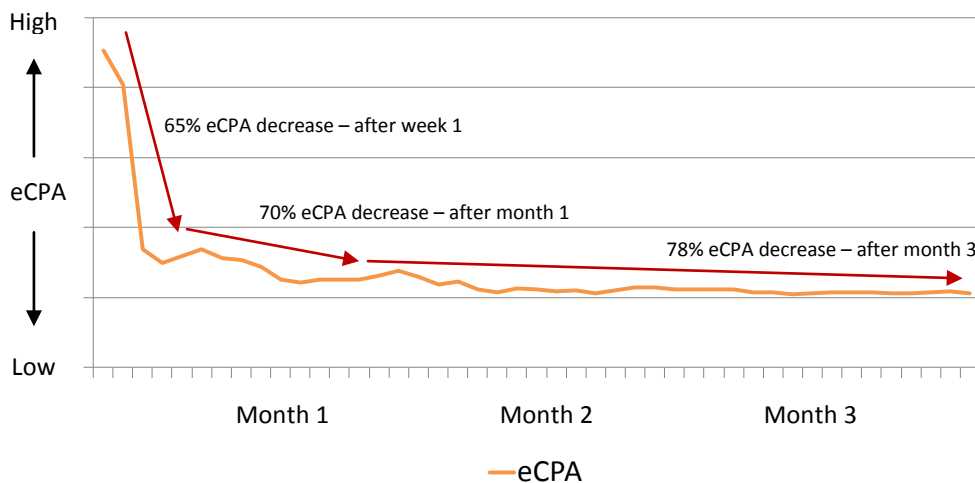


# Adconion Media Group - Case Study

## Insurance and Financial Services



### OVERVIEW

A traditional insurance and financial services giant engaged with Adconion to drive traffic to its website in order to increase downloads of a “free information kit”. New to the world of online display advertising, the client heavily relied on Adconion’s expertise to guide the client’s online advertising efforts and optimization. After reviewing Adconion’s broad range of media solutions, the client accepted Adconion’s proposal to run multiple products over a 3-month period and allow Adconion to optimize their performance over the life of the campaign

### BACKGROUND

The client was looking for a partner who has proven expertise in online display advertising, and also was willing to invest the time it takes to educate a traditional advertiser in the world of online advertising. Through numerous conversations, client testimonials, and back-channel reference checks, the client selected Adconion to be its sole partner in this effort. Adconion proposed a 3-month campaign using a variety of products and optimizing their performance all throughout the life of the campaign.

### OBJECTIVES

- The primary goal was to drive web leads, defined as a “free information kit” download at the lowest eCPA possible
- The secondary goal was to ensure that the client’s established brand would not be harmed in any way by its foray into online advertising

### COMPONENTS

For the first month, Adconion ran a broad set of products to reach the client’s target audience. Adconion included a channel (category) focused element, a site retargeting element, and also a performance (running on Adconion’s entire audience network) element to establish a baseline for best performers. Judging by the performance results within the first month, Adconion was able to shift the client’s budget appropriately between these products to quickly and consistently lower the client’s customer acquisition costs (eCPA) (see graph).

### RESULTS

While eCPA started out high in the beginning, given the broad set of products Adconion proposed to set a baseline in order to be able to identify best performers, Adconion’s optimization algorithm along with hands-on campaign management quickly brought down the client’s customer acquisition cost 65% in the first week of the campaign alone. After the first month, Adconion was able to decrease the eCPA by a total of 70% and ended the entire campaign period with a total decrease of 78%!

Based on these impressive results, the campaign continues to run today and the client further renewed its commitment beyond the initial 3-month period.

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

### 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.

