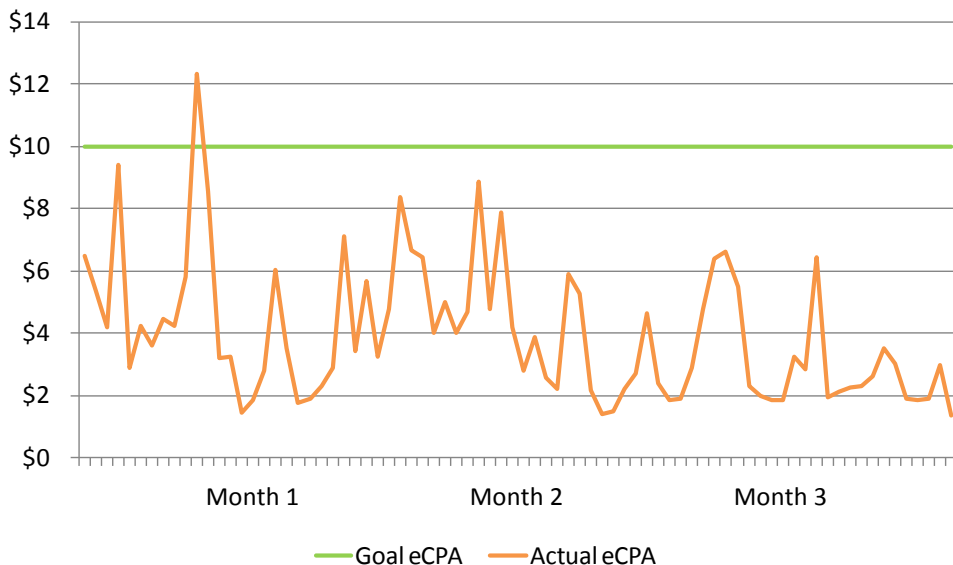


Adconion Media Group - Case Study

Health & Fitness



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, Spain, 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 provider of fitness services engaged with Adconion to grow its market share by shifting its traditional advertising spend to the online channel. The client started to recognize that its customers increasingly turned to the Internet for their health and fitness related information, prompting the client to engage in online advertising to reach its target audience. After reviewing Adconion's broad range of media solutions, the client accepted Adconion's proposal to run a wide product set to establish a comparison point for selecting the best performing solutions.

BACKGROUND

The client issued a 3-month request for proposal, intending to use the first month as the test bed to weed out both poor performing online advertising providers, as well as narrow down the number of online advertising products used by the surviving providers. The 3-month campaign was to start in January, typically the most important month for health and fitness companies.

OBJECTIVES

- The primary goal was to drive web leads, defined as a guest pass download or a booked appointment, at an eCPA of \$10 or less
- 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 test period, Adconion ran a broad set of audience targeting products, including behavioral, demographic, category, retargeting, and performance (RON). By establishing a comparison point, Adconion was able to later narrow its focus on only running its two best performing targeting products. The client placed a targeting tag on its website and also provided Adconion with conversion data. This combination allowed Adconion to precisely measure the performance of its various targeting products.

RESULTS

Throughout the January test campaign, Adconion established statistically significant performance results, which indicated that the demographic and category targeting products should be de-emphasized. After additional testing in the months of February and March, Adconion further decided to scale down the use of its behavioral targeting product. Based on the 3-month results, Adconion continued to run its retargeting and RON campaigns, which continually met the client's eCPA target of \$10 or less (see graph).

The client continues to run its online advertising with Adconion today.