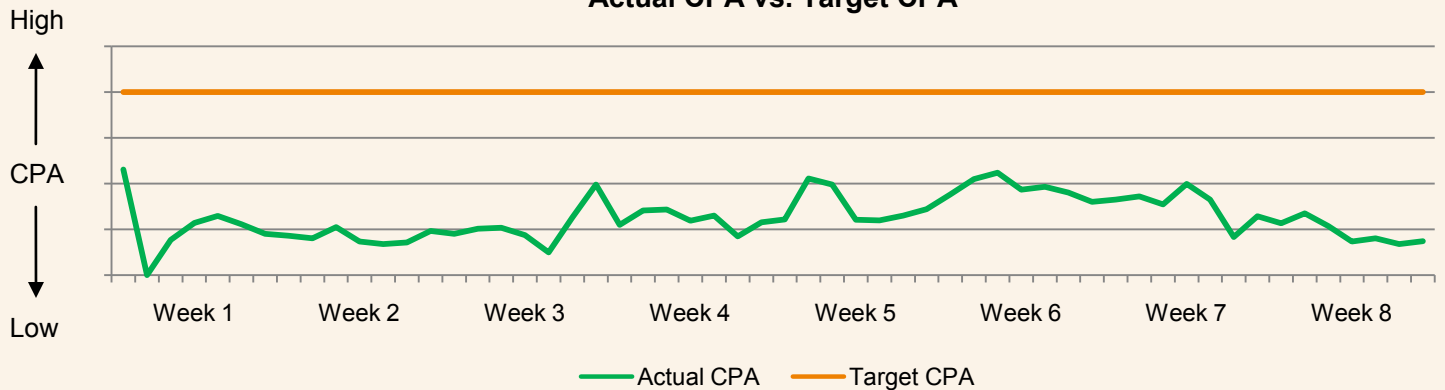


# Adconion Media Group – Case Study

## Site Retargeting in Telecom Channel

Actual CPA vs. Target CPA



### OVERVIEW

A leading telecom and wireless carrier engaged with Adconion to drive qualified cell phone purchasers to its corporate website. After reviewing Adconion's broad range of media solutions, the client accepted Adconion's proposal to run a three-tiered online media campaign over a two-month period.

### BACKGROUND

The client, working through its online agency, engaged with Adconion for a 2-month CPM campaign, using CPA as its primary performance metric. The client wanted to sell two different product types and assigned two different CPA goals for each product. Impression, click and conversion tracking were based on third-party ad serving tags, which enabled Adconion and the client to measure performance against the entire purchase funnel.

### OBJECTIVES

- Drive qualified cell phone purchasers to its corporate website
- Get visitors to purchase either a pre-paid or annual contract wireless plan

### COMPONENTS

Adconion structured a blended three-tiered campaign, including Run of Network, Site Retargeting, and Shopping channel inclusion.

### RESULTS

Midway through the campaign, Adconion already delivered CPA performance 80% below the client's blended CPA target, prompting the client to significantly increase its budget and to double the flight date of this campaign. At the end of the extended two-month campaign, the client realized a total CPA performance 68% below its original goal, causing them to engage Adconion in additional campaigns.

### 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.