



ADSWERVE

Purposeful data, meaningful media.



CASE STUDY

Managed Media Service, Boundless Results

Synopsis

To reach a niche developer audience and drive less expensive on-page conversions, a technology solutions provider engaged Adswerve's Display & Video 360 and Campaign Manager expertise.

RESULTS



Breathing New Life into Longstanding Campaigns

A technology company that provides marketing tools for thousands of customers runs global B2B media campaigns that target a niche audience of developers, directing them to landing pages where they can sign up for free trials. It also uses retargeting to stay in front of users who are further along in their buyers' journeys, directing them back to their landing pages.

These initial B2B media and retargeting campaigns, which were launched by the company in 2017 and 2018, were successful, but instead of improving, the results leveled out. The company's two main campaign KPIs, site traffic and cost per conversion, remained mostly flat. It needed to partner with an experienced team of digital and programmatic media strategists who could dig into its Google Display & Video 360 and Campaign Manager instances and streamline its programs to improve performance and reduce costs. It had the right tools in place, but needed the strategy and consultative support to fully utilize them.

The company partnered with Adswerve at a Managed Service level, which meant it had a dedicated team with more than 20 years of media expertise to find gaps and efficiencies, make recommendations and ultimately, manage its accounts.

It Starts with Data

Because Adswerve takes a data-first approach to media strategy and campaign development, the team reviewed prior performance to create a baseline on which it could compare its results. It also reviewed creative providing data-driven recommendations for optimization.

ABOUT THE CLIENT

A technology company that provides marketing services for thousands of developers and customers.



ADSWERVE

As a leading Google Marketing and Cloud partner, Adswerve helps thousands of digital marketers, data analysts and agencies make stronger connections with their customers through successful data-driven strategies.

www.adswerve.com
contact@adswerve.com
720.242.9837



CONTINUED



ADSWERVE

Purposeful data, meaningful media.



CASE STUDY

Adswerve experts combed through the company's global campaigns, renaming and rebuilding them in Campaign Manager and DV360 and removing duplicates to streamline its global footprint. This entailed 29 DV360 line items across 10 Campaign Manager programs and more than 500 creatives. Adswerve Senior Programmatic Media Strategist Doug Luers explained, "We spent more than 70 hours strategically organizing, re-trafficking, and outputting campaigns, ads, placements and creatives within Campaign Manager."

The Adswerve team used bid algorithms to optimize the campaigns almost daily, ensuring that the company's spend was as efficient as possible.

More Traffic, Less Costs

Adswerve's hands-on, strategic approach, along with its deep Google Marketing Platform expertise, helped simplify complex campaigns and revitalize previously stagnant results. The refreshed programs drove 2.3x more site traffic within the first three months of the engagement and lowered conversion costs by an impressive 60%.

What's Next

Adswerve continues to work in lockstep with the company, optimizing its campaigns and providing strategic, data-driven recommendations. The team is testing creative executions and monitoring their success to provide additional feedback for optimization. It's also providing audience and publisher recommendations, and investigating additional supply vendors to increase incremental conversions, and achieve results on an even larger scale.