Audience Predictor™ helps Horizon Media lower CPA by 17% and outperform other partners on media plan

Agency:
Horizon Media

Advertiser:
Popular Health & Fitness Program

Buying Method:
Audience Predictor

Campaign Goals

• Test the prospecting effectiveness of Audience Predictor

• Drive cost per acquisition (CPA) below original goal of $30

• Outperform other partners on the media plan

Approach

• Activated Audience Predictor across prospecting strategies

• Leveraged best practices standard in other areas to make the effect of the improved Audience Predictor on performance clear

Results

• Lowered CPA by 17%, driving CPA down to $25

• Drove the most online account creations of any partner on the media plan

Consider an advertiser's most critically-timed campaigns – sunblock in the summer months, school supplies in August and September. This was the case for a subscription-based weight loss service in December as they geared up for their pre-New Year's resolution marketing push. The Trade Desk teamed up with the weight-loss service's media agency, Horizon Media, to run the campaign.

Uncertain which advertising platform would help maximize the number of online sign-ups for its weight-loss program, the company decided to include five partners on the media plan. They would measure each partner's results to determine which most effectively achieved or exceeded the $30 CPA target, particularly when it came to prospecting strategies for display.

Identifying prospective users based on lookalike models was a key part of Horizon's approach to developing an efficient strategy outside of retargeting efforts. When retargeting audiences have been maxed out and a campaign's reach needs to be increased, strong prospecting methods are the next best thing to first-party data targeting. So, for Horizon, the path was clear.

Using The Trade Desk platform, the agency enabled Audience Predictor to prove the effectiveness of data-driven prospecting strategies. Audience Predictor targets users that "look like" past converters – such as users who have already signed up for the weight loss program – to increase reach without decreasing audience value.

With Audience Predictor generating audiences faster than ever before, Horizon strengthened performance throughout the duration of the campaign, exceeding the original CPA goal by 17%. Horizon is now the top prospecting performer on the plan, in every channel, by a significant amount.

Use **Audience Predictor**'s lookalike modeling tools to find and target previously undiscovered audiences based on the characteristics of your high-performing online users.

Now better than ever, recent improvements to this feature include an improved sampling rate, faster audience creation, increased segment relevance, and more-valuable, cost-based data.

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