

CASE STUDY

Advertising agency utilizes The Trade Desk's suite of optimization tools to **outperform CPA goals by 2x**

Agency:

Anonymous

Advertiser:

Well-known martial arts brand

Method:

Site Targeting, Bid Factors

Brief

- Target men to purchase a subscription package for a live televised sporting event, and achieve a CPA of \$60 or less
- Gain incremental video branding budgets by proving effectiveness of video in raising awareness for the package and leading customers down the path to conversion

Approach

- Used a mix of strategies including targeting sports sites and excluding female audiences
- Optimized using The Trade Desk's proprietary bid factors to focus on top-performing sites, geo locations, and recency

Results

- Drove subscription package sales with an average CPA of \$30, outperforming the original goal by 2x
- Won incremental video budgets, bridging the gap between direct response and branding efforts into a single, consolidated platform



Drive online purchases to a live televised sporting event

A major mixed martial arts brand aimed to generate excitement for an upcoming fight in an effort to drive users to purchase a subscription packaging for future live televised sporting events, while hitting its \$60 CPA goal.

While this campaign was primarily aimed at driving purchases, the agency hoped to outpace the advertiser's existing video completion rate goal of 50% to win increased branding budgets for video. The agency proved the effectiveness of direct response campaigns with a 78% video completion rate, and subsequently received incremental video budgets.

Outperform CPA goal by over 2x with The Trade Desk's bid factors

A bid factor is a multiplier that is applied to a base bid to adjust the bid sent out to the ad exchange. The agency bid up on certain high-performing inventory segments, such as mixed martial arts-focused websites and relevant geo locations. The advertiser also excluded female users in an effort to hone in on their predominantly male audience. By the end of the campaign, the company achieved a CPA of \$30, outperforming its goal by 2x.

The campaign was so fruitful from leveraging The Trade Desk's bid factors that the martial arts brand shifted its entire advertising budget – including its branding budget – to the agency. By consolidating Direct Response and Branding campaigns in a single platform, the agency was able to plan future campaigns more holistically, driving new prospects all the way down the purchase funnel.

DID YOU KNOW?

The Trade Desk uses bid factors instead of line items. In a bid factor system, there are multiple possibilities: applying four bid factors could give you 24 unique possibilities, allowing you to truly target the right user at the right price.

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