



Travel Advertiser

Travel advertiser sees massive improvements in DR focused Campaign leveraging objective based bidding and engaging website card creative

Overview

Travel advertiser leveraged the AdParlor platform to improve their DR Campaigns that were underperforming in terms of driving cost efficient traffic to their website. Before working with AdParlor, the client was running Promoted Tweet Campaigns bidding on a “cost-per-engagement” basis and leveraging photos in their Tweets with a URL to drive traffic to their travel website. However, given the underperforming cost metrics of these initial Campaigns, the advertiser needed to make a change. AdParlor’s platform allowed the advertiser to implement two new strategies that saw an immediate improvement in the advertiser’s DR Campaign performance metrics.

1. Campaign objective based bidding towards “cost-per-link-click” instead of “cost-per-engagement”, this allowed the advertiser to only pay for actions directly related to their end goal
2. Website Card collections paired with segmented targeting; after building segmented user profiles, the advertiser leveraged AdParlor to create collections of website cards in bulk, then paired the creative with the appropriate user segment. Think creative married to audiences, all done at scale

AdParlor Value Add

To make this truly scalable the AdParlor platform provided the advertiser the ability to bulk create dozens of Website Cards and Campaigns simultaneously and match only the creative (imagery/landing pages) that pertained to the targeting. This ensured that a Campaign targeting males who were interested in “theme parks” would only be served a Website Card image with content relating to theme parks. As well the landing page also spoke to this male theme park oriented audience. This ensured when the user arrived on the website their experience was consistent with the content of the ad that they clicked. Launching this strategy for one single Campaign is fairly straightforward and is not time intensive. However, launching this across dozens of Campaigns running concurrently and working at scale on Twitter is challenging. The AdParlor platform enabled the advertiser to overcome this challenge.

Objectives

- Reduce platform costs to deliver efficiencies related to client goals (website traffic)
- Improve LCTR (link click through rate) and engagement rates of users who arrived on the travel website
- Scale volume of website traffic to custom travel landing pages

Key Highlights

- Leveraged Promoted Tweets with Website Cards to drive cost efficient offsite traffic
- Moved from engagement (CPE) to objective based bidding (CPLC) to improve efficiency
- Built user profile collections and paired this with audience targeting: interest, keyword and similar followers to reach specific types of users with relevant creative (Tweet copy + Card imagery)
- Creative was paired with custom landing pages to improve customer journey and increase website retention

RESULTS

↑ 13x Increase in # of Link Clicks Compared to the previous control group Campaign using CPE bidding

↑ 10x Cost-Per-Link-Click Savings Compared to the previous control group Campaign using CPE bidding

↑ 5.4x Increase Link Click CTR Compared to the previous control group Campaign using CPE bidding