

Case Study: Consumer Products

New computerized pen manufacturer exceeds campaign goals by reaching their target audience across the AudienceScience Targeting Marketplace™.

Objective:

The clients goals were to drive demand for the new pen, improve brand awareness and gain maximum exposure during the new product launch.

Solution:

The manufacturer used AudienceScience behavioral targeting to reach the company's target audience of college students, young adults, and people interested in technology and gadgets. Phase one of the campaign employed AudienceScience Discovery™ to pinpoint the desired audience. AudienceScience then utilized these learnings and consumer insights to determine which behavioral segments created the ideal media mix and reached those users across the AudienceScience Targeting Marketplace.

Results:

The multifaceted campaign approach combined with AudienceScience targeting technology helped discover the interests and passions of the client's ideal customers to target them with the right message at the right time. The campaign not only drove traffic to the web site, but also increased sales.

In fact, over just a two month period the client received an ROI of over 264%. Additionally, in three months AudienceScience delivered 22% of all click through traffic, which accounted for 70% of all online sales from display advertising. Thus proving that behavioral targeting helps drive audiences who not only have an interest, but also an intent purchase.

By focusing on behavioral targeting, the manufacturer was also able to maximize on the campaign budget by identifying and messaging to consumers who were qualified and interested in the product.

Results

- ROI of over 264%
- 22% of click through traffic accounted for 70% of all online sales from display advertising

It's easy to get started!

To learn how you generate more clicks and revenue from your Web site, contact AudienceScience at sales@audiencescience.com or 1.888.308.3444.

www.AudienceScience.com

