

Case Study: Technology

eBridge reduces CPA by almost 40% for its Web hosting advertisers

Objective:

eBridge's Web hosting clients are big spenders of search marketing. But the agency wanted to achieve more with its clients' ad dollars. As cost per click for paid search rises and less than 25 percent of purchases happen on the day of an initial search, the agency was looking for a way to lower its clients' cost per acquisition (CPA) and optimize their existing search ad spend.

Solution:

AudienceScience Search Re-Targeting helps extend search dollars by re-targeting searchers who click on the advertiser's ad but don't immediately convert. After the searcher leaves the advertiser's site, the program re-targets ads at them across a network of sites representing 30 billion impressions per month. This means advertisers can re-message to their target audience during the most pivotal time in their decision cycle.

Results:

eBridge implemented AudienceScience Search Re-Targeting with some of its top Web hosting advertisers. Since then, eBridge has seen an almost 40 percent reduction in CPA for these advertisers. The results were so impressive that all existing advertisers renewed the program, and eBridge expanded program adoption among its clients.

"The AudienceScience Search Re-Targeting Program gave us a compelling new offering to recommend to clients as part of an integrated search media plan. Our clients are really interested once they see how effective the program is at maximizing dollars spent on paid search," says Hartland Ross, President and CEO of eBridge Marketing Solutions.

Learn More about AudienceScience Search Re-Targeting

To learn how you can extend dollars and results for your current paid search programs, contact AudienceScience at sales@audiencescience.com or 1.888.308.3444.

www.AudienceScience.com



eBridge Marketing Solutions represents multiple Web hosting advertisers

- Almost 40% reduction in CPA for advertisers using AudienceScience program
- 100% campaign renewal and increase in program adoption
- Improved campaign performance with personalized support to help optimize media plans
- An ideal complement to advertisers' existing paid search programs

"AudienceScience Search Re-Targeting is the perfect way to maximize clients' existing search dollars. Our clients saw an almost 40% decrease in CPA."

Hartland Ross
President and CEO, eBridge Marketing Solutions

The agency was also able to help clients optimize their search re-targeting campaigns through exceptional customer service from AudienceScience. A dedicated customer experience manager helped the agency get started, analyze clickthroughs and conversions, and make adjustments to improve campaign performance.

