



LUMENAD

LumenAd Delivers a 97% Reduction in CPA by Optimizing for Performance

Advertiser:
Automotive Ad Agency

Advertiser:
Global Auto Manufacturer

Programmatic buy:
Display, Native, In-Stream Video (pre-roll), Audio, Advanced TV, Paid Social, Paid Search

The Goal

A results-focused automotive ad agency came to LumenAd looking for a full-funnel digital advertising strategy to achieve their goal of reaching quality automotive audiences and ultimately drive key buying actions on the auto manufacturer's website.

Summed up, the agency had three strategic objectives:

- + Maximize reach among in-market auto shoppers.
- + Effectively engage with shoppers throughout the customer journey.
- + Increase website conversions for key buying actions.

The Solution

The agency partnered with LumenAd to design a cross-channel media mix that would raise awareness, cultivate engagement and drive conversions. The campaign was built, managed and reported on through LumenAd's Advertising Intelligence software, which unified all campaign data in real-time. With all the data in one place, it gave a clear picture of what was working, what wasn't and how to optimize for performance.

Persona-based audience segments were continually tested and

optimized to reach in-market auto audiences through precise layering of contextual, behavioral and demographic targeting. Daily micro-optimizations were made to re-allocate budget to the most engaged and highest converting audiences. The highly focused budgets meant fewer wasted media dollars and stronger performance.

A sophisticated site tracking strategy was implemented to granularly track site-side performance and conversions. The complete customer journey was monitored through a multi-touch attribution (MTA) solution, measuring all digital touch points a customer took to complete a conversion.

The Result

It was clear that the combination of a holistic campaign strategy, implementing more robust site tracking, and monitoring the consumer journey through MTA had a significant impact on performance. LumenAd was able to assess performance by each tactic and optimize budget allocation to the best performing channel combinations in real-time. The auto manufacturer saw a 14 percent increase in clicks and a 97 percent decrease in CPA after the campaign was live for six months (vs. the previous six-month period).

Results*

12% ↑
in ad
viewability

19% ↑
in completed
video views

14% ↑
in click
volume

97% ↓
in
CPA

*vs. the previous time period

We can help! contact@lumenad.com