

# Tech Client Case Study 2021



# TARGET MARKETING



**Objective:** Increase brand recognition and website traffic through advanced targeting and efficiency algorithms.



**Solution:** Generate website traffic and brand awareness through a multi-faceted programmatic marketing mix featuring behavioral advertising, site retargeting, and Persona Ads. We focused on rebalancing the budget distribution to achieve the highest number of clicks, reach, and impact.



**Run Dates:** 2/08/2021 – 5/31/2021



**Budget for this time period:** Total \$23,332, which was distributed 63.41% Behavioral Display, 8.96% Site Retargeting and 27.63% Persona.



**63.41%**

of total budget spent on Behavioral Display – budget \$14,794

**8.96%**

of total budget spent on Site Retargeting – budget \$2,091

**27.63%**

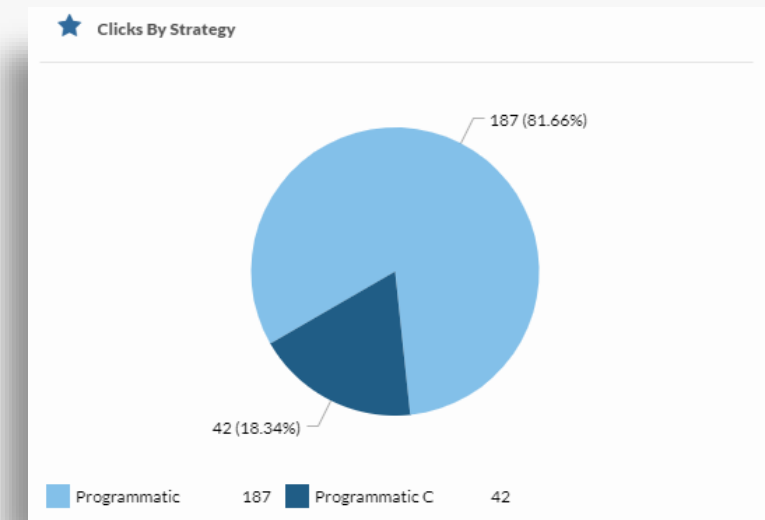
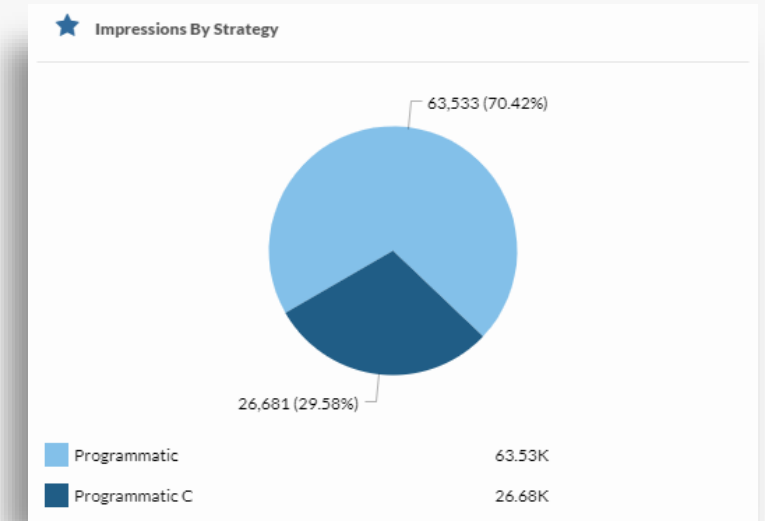
of total budget spent on Persona – budget \$6,447

# PERFORMANCE BY STRATEGY / TARGET MARKET

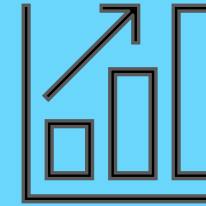
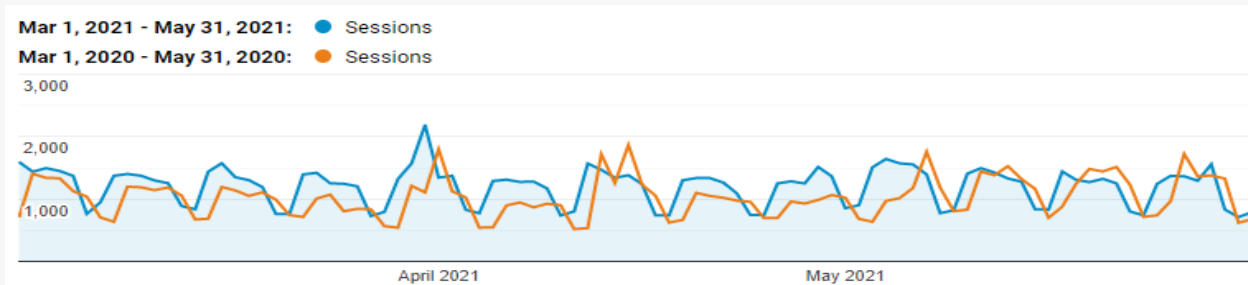
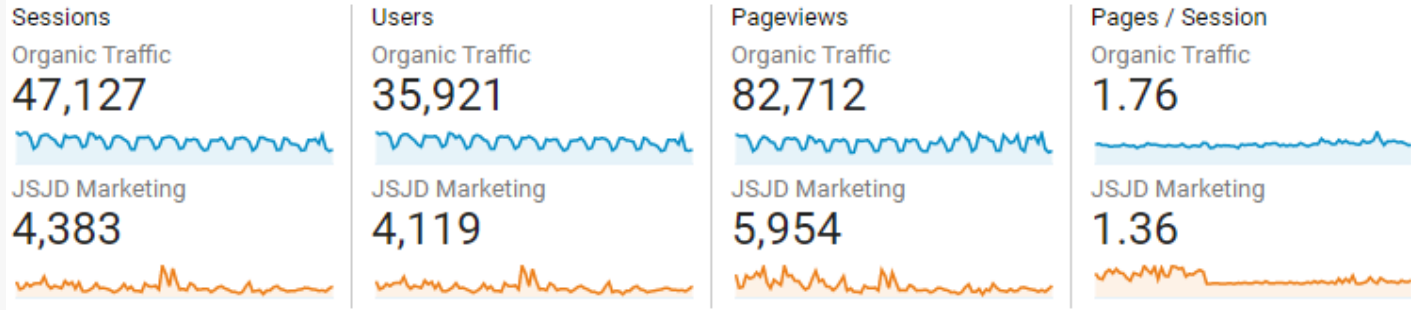
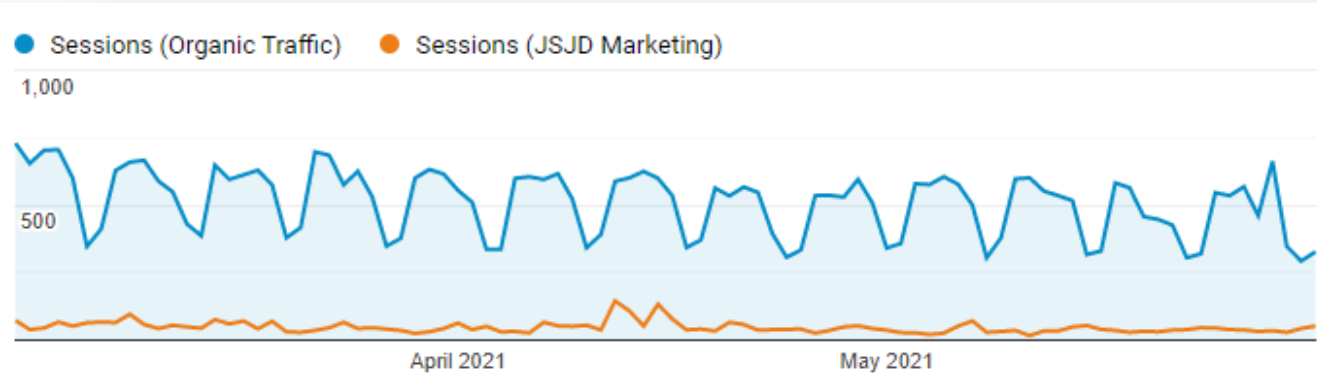
Strategy	Impressions	Clicks	CTR
Behavioral	916,771	1,759	0.19%
Site Retargeting	127,109	477	0.38%
Persona	392,300	969	0.25%

- 1,436,179 impressions served
- 3,205 clicks served
- Average 0.22% click-through rate
- Web Traffic Increase of 17.29% YOY (Mar 1<sup>th</sup> – May 31st)

Target Market	Impressions	Clicks	CTR
All	1,436,179	3,205	0.22%
Display	1,212,872	2,617	0.22%
Video	223,307	588	0.26%



# RESULTS



Increases in overall web traffic year over year by 17.29% has led to additional growth, market exposure, and sales for this Tech company.

# TESTIMONIALS

## **1. What were your primary objectives?**

“Brand Recognition, Website Traffic”

## **2. What features of our service made our solution stand out over others that you researched?**

“Customer support, Reporting”

## **3. How has our solution helped since implementation?**

“Increased website traffic”

## **4. What have you been most impressed with?**

“Support – amazing team, always responsive, knowledgeable, and easy to work with”

-Marketing Manager

Thank You!



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