

WE DELIVERED A 44% REDUCTION IN CPA BY IMPROVING RETARGETING CAMPAIGN STRUCTURE AND IMPLEMENTING DATA + INVENTORY DEALS



44%

REDUCTION IN RETARGETING CPA

8

BESPOKE 3RD PARTY DATA DEALS
IMPLEMENTED

4

CUSTOM PMPs SET UP WITH
PUBLISHERS

1

MOBILE STRATEGY ACTIVATED

We have worked with a retail brand operating in an ultra competitive marketplace to improve their programmatic planning and activation. Working alongside their DSP managed service provider, we have identified areas for improvement and implemented solutions to reduce CPA.

We identified the top performing domains and worked with four different publishers to set up and implement custom PMPs which are tailored to the needs and audience of the brand.

By implementing a new complex mobile retargeting strategy we have seen a 44% reduction in overall retargeting CPA.

3rd party data was an under-utilised asset in the programmatic strategy, so we brokered 8 bespoke 3rd party data deals to help to reach the desired target audience and deliver a reduction in CPA.

RETARGETING CPA

