

CASE STUDY

CENTRALIZED SEARCH AND DISPLAY MANAGEMENT TO INCREASE REVENUE

CHALLENGE

Increase online orders at target CPA.

APPROACH

1. SCALE

Scaled the brand's existing search and display campaign to drive a larger, highly qualified audience of potential customers to website.

2. OPTIMIZE

Optimized ad creative and the client's website to improve relevancy of messaging to different audiences, ensuring high online conversion rates.

3. MEASURE

Refined campaign measurement approach with custom attribution model and reporting, allowing for more informed budgeting and forecasting across channels.

RESULTS

Revenue increased 75% while adhering to historical CPA and ROI targets, and orders grew 50% year-over-year.

IGNITIONONE SOLUTIONS USED

- Search & Display Advisor Services
- On-site Optimization
- Attribution

Leading travel insurance provider sees revenue increase 75% with centrally managed search and display program from IgnitionOne

SITUATION ANALYSIS

A leading travel insurance plan provider wanted to increase online orders for their insurance plans, and turned to IgnitionOne to scale their online advertising program, while adhering to an aggressive target CPA.

SOLUTION

IgnitionOne's research revealed that 65% of the brand's online customers are exposed to the brand via an online marketing channel (PPC, Display, SEO, Facebook) more than once before converting, with the average customer having more than 5 media exposures prior to conversion. Because customers typically needed to be exposed to the brand multiple times before converting, IgnitionOne had to find the optimal combination of exposures that would drive the most efficient return. Looking at the complete paths that typically lead to conversion allowed IgnitionOne to identify new ways to utilize paid media and content optimization to drive better results.

This required a holistic and centralized approach to measuring, planning and optimizing the search and display programs, in order to increase the brand's website audience, while also effectively converting this new traffic.

Scale ad campaign to drive more cost-efficient traffic

The brand knew they needed more people to visit their site in order to increase online subscriptions of their insurance plans. IgnitionOne was challenged to find ways to scale the advertising program and drive traffic, without compromising the low cost-per-acquisition the brand had previously enjoyed.

To cost-efficiently drive more qualified traffic, IgnitionOne built a highly-targeted display advertising program consisting of run-of-network advertising along

with placements on travel endemic sites. Their paid search campaign was also optimized to drive high-converting traffic to the brand's website. As a result of these efforts, traffic increased by 147% year-over-year.

The increased traffic helped the brand scale the size of their website audience, and therefore the size of the audience they could later reach with remarketing. A remarketing program was created to help bring people who had browsed previously back to the site to sign up for a plan. The combination of highly-targeted, broad reach display advertising to drive traffic — coupled with an efficient remarketing campaign to more effectively convert these new visitors — allowed the brand to scale their online advertising program without decreasing their overall ROI.

Improve website relevancy to convert more site visitors

To ensure conversion rates remained strong even with an influx of new visitors to the website, IgnitionOne integrated on-site optimization. The website's content and interactions (such as custom offers or lead forms) were personalized to each visitor's unique interests, based on information gleaned by IgnitionOne's Audience Scoring Engine. For example, a visitor who had arrived on the site from a keyword on "cruise insurance" might see a call to action appear on the site to "Get a Quote" for cruise insurance.

In addition to helping maintain a strong conversion rate, the on-site solutions also enabled customers to more quickly find what they were looking for, keeping them on the site throughout the transaction process and minimizing calls to the client's call center.

Better measure & attribute media exposure to inform future media buying decisions

While the brand's paid search and display campaigns showed improvements, IgnitionOne knew that better measurement and analysis were needed to ensure that the media budget was allocated as efficiently as possible across channels.

Like most online marketers, the brand was giving all credit to the last click or exposure that led to the conversion — an approach known as "last click attribution." When using this method, multiple clicks may occur from a consumer across the same or multiple channels, but only the last one that resulted in an action or booking receives credit. When all credit is given to the last click, marketers run the risk of moving budget away from channels and keywords that may have been critical in influencing the customer to convert.

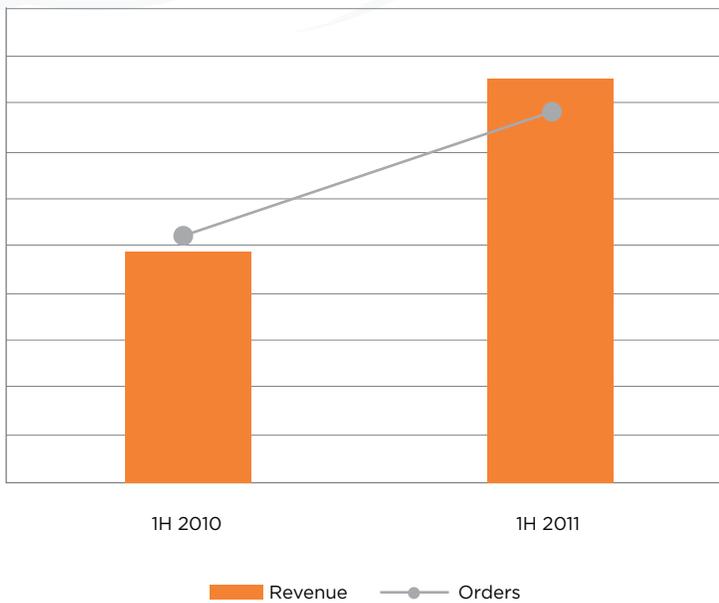
Initial analysis showed that 40% of the brand's online customers were exposed to multiple channels (PPC, Display, SEO) before they converted, thus supporting the benefit of managing, optimizing and measuring the online ad campaign in a holistic and centralized fashion. Further analysis revealed that the last click model had been undervaluing the impact of paid search on the brand's online revenue, making it difficult to properly allocate budget for the PPC campaign.

After creating and implementing a cross-channel attribution strategy, IgnitionOne was able to forecast and recommend an increased search budget that would help further scale online revenue, with complete confidence that the campaign would still hit the brand's aggressive profit margin goals.

RESULTS

IgnitionOne increased revenue from the brand's online advertising by 75% and orders grew 50% year-over-year. The brand was able to significantly increase their advertising budgets while adhering to their CPA goals and without any decline in ROI.

YoY Performance Gains



- Revenue increased **75%** while adhering to historical CPA and ROI targets
- Orders grew **50%**

↗ Search revenue up **72%**, Conversions Up **40%**

↗ Display revenue up **78%**, Conversions Up **62%**

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