



TARGET AND ACQUIRE NEW CUSTOMERS



▲ 380%
CONVERSION RATE



▲ 47%
CPA SAVINGS

PROBLEM

A popular e-commerce company was running a Direct Response campaign on Twitter and wanted to drive more conversions at a lower acquisition cost. One of the challenges with advertising on Twitter is the lack of ability to target by user demographics and psychographics because that data isn't explicitly captured by Twitter.

The existing targeting methods (by interests and @handles) were too broad for this particular advertiser, resulting in poor ad performance for this particular campaign. While campaigns were successful in terms of reach, conversions were falling short. The key challenge was that the message was not being delivered to the right audience group at the right moment.



SOLUTION

AdParlor, through its real-time media optimization technology, partnered with LeadSift, with its proprietary audience targeting capabilities, to identify and reach prospective customers by mining user intent and using advanced targeting options provided by LeadSift like employment status, age range, and online shopping personas.

AdParlor and LeadSift created several audience segments of consumers who had the highest probability of buying the product. The campaign and optimization technologies made the best use of the client's media spend by driving higher conversions at a cheaper acquisition cost.