

**Zemanta**<sup>TM</sup>

Client Case Study:  
Global  
Automotive  
Manufacturer



# The Challenge

The client partnered with Zemanta to build awareness for their roadside services division which helps millions of drivers stay safe and connected on the road.

## Our Solution

- ✓ Zemanta One indexed and deployed just 23 articles
- ✓ Targeted in-market consumers through 1st and 3rd party DMP data
- ✓ Leveraged interest targeting level across select networks for Automotive and Technology
- ✓ Remarketed product specific pages to consumers who previously engaged with client's content
- ✓ Zemanta One promoted content across 25+ networks over the course of two months, optimizing for Time on Site (ToS), CTR and CPC.
- ✓ Integrated client's 1st party analytics data to compare effectiveness across individual creatives, networks and publishers.

## Content Insights

- ✓ Distribution across over 20 plus networks allowed for optimal CPC reductions and post-click performance
- ✓ The top seven performing headlines used the client's name. Brand recognition is a huge driver for CTR.
- ✓ Articles suggesting cost savings averaged over 3.4 pageviews per visit.
- ✓ A/B testing headline variations is critical for optimizing CTR and post-click engagement.
- ✓ Visitors need to be enticed to click but not misled about the content's quality and intentions.
- ✓ Mobile optimized content pages enabled the client to buy traffic at a 30% lower CPC and yield a 17% higher CTR.

## Results

**79%**  
reduced CPC

Zemanta One reduced the CPC by 79%, from \$0.34 down to \$0.07 by the end of the campaign.

**1.44%**  
average CTR

Increased CTR from a low of 0.21% to peak performance of 1.44%.

**3,500**  
hours of engagement

Consumers spent over 3,500 hours engaging with client content over 5 month-long campaign.