Client Case Study:
Global Automotive Manufacturer

Zemanta™
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.