

ZemantaTM

Client Case Study:
Multinational
Beverage
Corporation



The Challenge

The client partnered with Zemanta to build an audience for a new content hub highlighting a diverse range of editorial topics, including food, business, sports and culture.

Our Solution

- ✓ Zemanta One indexed and deployed over 600 articles
- ✓ Targeted a United States audience across Desktop, Tablet and Mobile.
- ✓ Content promoted 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

- ✓ 8 of 10 top performers by CTR used images of people with beverage
- ✓ Top 10 performers by bounce rate asked the audience to complete an action (ie. watch a video).
- ✓ Top 10 articles by Time on Site had an average of 6 images per page. The lowest performers only offered 2 images per page.

Results

38%

overall decrease
of CPC

Zemanta One optimized an already efficient CPC of \$0.13 down to \$0.08 by the end of the campaign. An decrease of 38%.

172%

increased average
Time on Site

Increased Average Time on Site by over 172%.

7%

bounce rate (from
previous 67%)

Reduced bounce rate from a high of 67% to a low of 7%. Client leveraged Publisher View to blacklist publishers within each network that did not contribute to campaign goals.

2,500

hours of
engagement

Consumers spent over 2,500 hours engaging with client content over the course of the two month-long campaign.