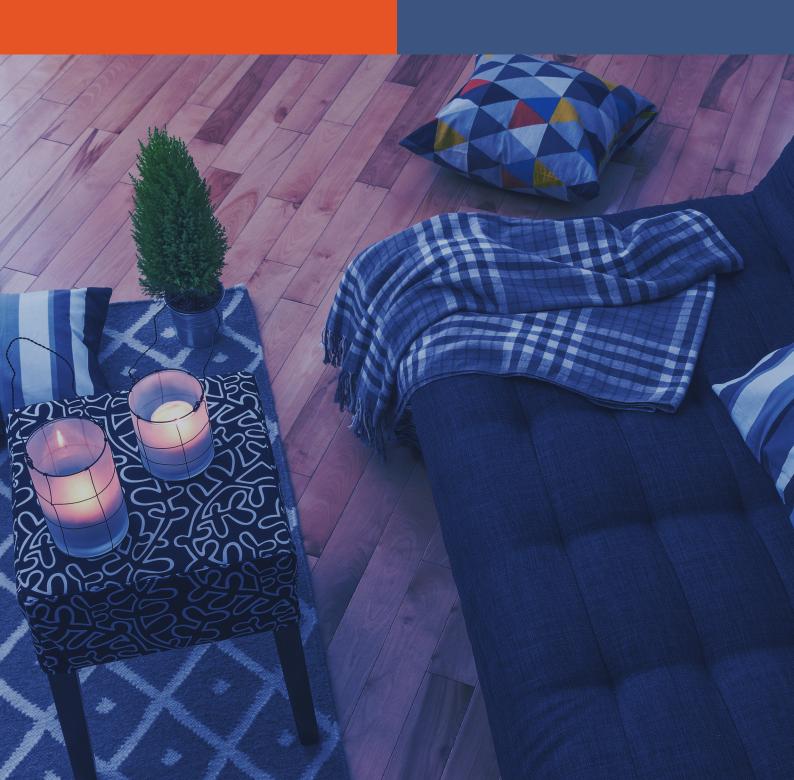# Zemanta™

Client Case Study:

Multi-Billion Dollar Specialty Retailer for the Home

The Challenge

The client partnered with Zemanta to reach individual customer segments with unique messages based on life milestones.

Our Solution

- ✓ The client used Zemanta One's content management system to organize campaigns for each customer segment.
- ✓ The client tested content ads from brand blogs, social network posts and 3rd party publishers to determine which topics and formats had the highest ROI.
- ✓ Put in place location, device, demographic and interest targeting based on each audience segment.
- ✓ Client promoted content across 25+ native and content discovery networks to reach largest scale.
- ✓ Before working with Zemanta the client prioritized efficient traffic acquisition over engagement. Zemanta One gave them the insights and management tools to start optimizing for post-click performance.

Content Insights

- ✓ The client learned that recency was critical for their content strategy. Top performing articles were published within six months of the campaign finishing.
- ✓ Interior design and DIY content brought the highest engagement. The client shifted their content strategy mid-campaign to take advantage of insights.
- ✓ The client was able to identify high-performing authors and individual articles that generated sales.

Results

2.7x increased average Time on Site	**55%** Bounce Rate (from previous 82%)	**225** hours of engagement
	Reduced bounce rate from 82% to 55% using Publisher View to blacklist underperforming publishers.	Consumers spent over 225 hours engaging with client content over the course of a month-long campaign.