

Partnership between Intuit and Advertising.com doubles CTR, increases conversion rate 8x and sees 18x higher conversion metrics for annual TurboTax campaign.

The Challenge

Industry leader Intuit requires a partner who drives the highest efficiency and delivers more conversions at a lower cost. Their top level brand TurboTax continues to gain momentum online but needs to further push the boundaries to compete in an increasingly saturated marketplace.

The Strategy

Power through partnerships. Advertising.com completely revamped its behavioral product set this year and TurboTax proved to be the perfect partner, allowing us the freedom to think outside the box and put our new targeting capabilities to the test. Leveraging the powerful combination of Advertising.com and AOL, we outlined audience objectives, created custom behavioral segments from our own data, and served messaging to specific populations through AOL's full brand suite including AOL Search, IAB Portrait Ad Unit and AOL Tax Center.

Optimizing with AdLearn. AdLearn played a strong part in the success of this campaign by creating predictive segments of users most likely to convert, locating these segments online and targeting them appropriately.

Active campaign support. As the campaign was running, TurboTax was able to track performance using real-time reporting while working one on one with our account team who provided recommendations for optimization and additional behavioral targeting solutions.

The Scalable Results

Intuit saw outstanding results from the combination of AdLearn, our recently enhanced behavioral targeting product, and Advertising.com and AOL capabilities. Any partner can reach tons of people, but we were able to reach tons of the right people, delivering for TurboTax 2x CTR, more than 8x the conversion rate and 18x the conversion metrics to make this a very successful tax season.

"There is no one easier to work with than Advertising.com."

— Seth Greenberg, Intuit
VP Global Media &
Digital Marketing

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