

Case study: SendTraffic

Challenge

SendTraffic is a performance-focused search engine marketing firm. Since 1999, they have helped their clients effectively grow their online businesses. SendTraffic is the agency of record for hundreds of clients, with a particular emphasis in the online education, insurance, healthcare and finance sectors.

SendTraffic's diverse client base has a common objective: to broaden its sources of high-quality, low cost leads. Increasing lead volume and conversions while adhering to stringent ROI goals had proven increasingly difficult for SendTraffic on larger, less transparent ad networks.

Solution

SendTraffic worked with Advertising.com Sponsored Listings to develop strategies tailored to each client and leveraged publisher selections to achieve more cost effective targeting:

- Local targeting
- Demographic targeting
- Behavioral targeting

Best practice learnings and tactics

SendTraffic, along with Advertising.com Sponsored Listings' dedicated Account Management team, worked together to create and traffic hundreds of tests with different placements, bidding strategies, creatives, etc. Based on the results, the team expanded several campaigns while also continuing to test and roll out other deployments.

Local targeting

Advertising on the most trusted local sites in specific geographic areas proved particularly successful for both national and local SendTraffic clients. Ad creative and client landing pages were tailored to local audiences, increasing both traffic and completed conversions.

Demographic targeting

Advertising.com Sponsored Listings ran test campaigns for a SendTraffic client targeting the "over 50" demographic on FoxNews.com. Advertising.com Sponsored Listings' Account Management team knew that the FoxNews.com demographic would likely drive positive results as the client's target audience was a perfect fit for the site's users. SendTraffic ran highly targeted ads resulting in exceptionally high conversion rates.



"We can reach qualified consumers in their local area better with Advertising.com Sponsored Listings than we're able to do with all the other networks. We can't find this level of targeting or control anywhere else."

– Eric Bloomfield
VP, Client Services & Technology
SendTraffic

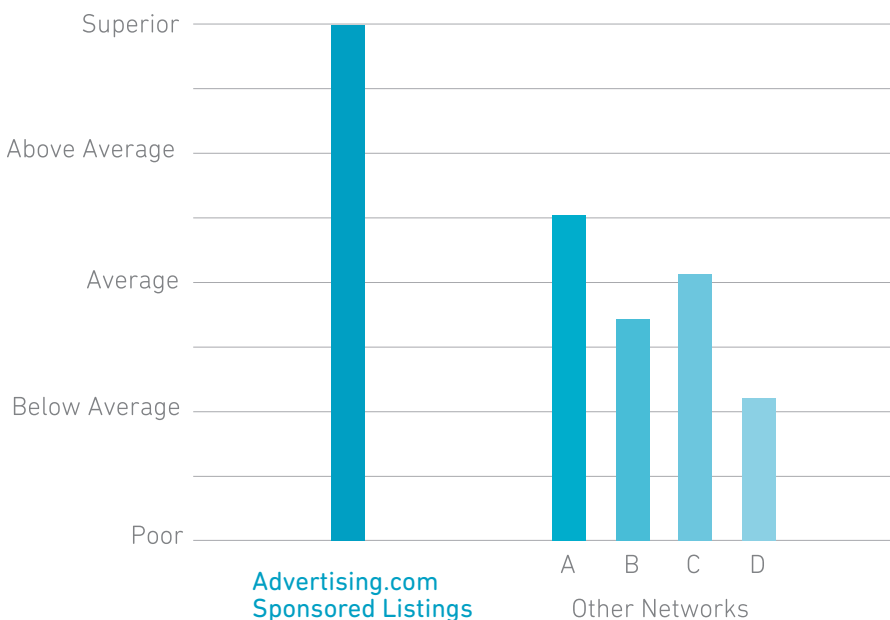
Behavioral targeting

Online education clients, another staple of SendTraffic's client roster, found success using several CareerBuilder.com placements. Advertising.com Sponsored Listings' team knew that users looking to change jobs would have very high response rates to educational advertisements. SendTraffic created ads that addressed the benefits of an online school to improve their marketability on CareerBuilder.com.

Results

Advertising.com Sponsored Listings' Account Management team crafted custom local and national campaigns — based on their extensive industry knowledge — that generated stellar results for SendTraffic clients:

- Significant increase in conversions
- Reduced cost per lead (CPL)
- High return on investment (ROI)



"The top-notch roster of premium sites in the Advertising.com Sponsored Listings network work exceptionally well. We run geographic and demographically targeted campaigns that deliver tremendous results for our clients."

– Eric Bloomfield
VP, Client Services & Technology
SendTraffic

SendTraffic Performance rating for:

- Transparency
- Targeting
- Contextual (ROI)

For more information, please email sponsoredlistings@advertising.com

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