

Advertising.com drives 26,000 new conversions to a leading wireless telecom company.

Challenge:

A leading wireless telecommunications company faced the ever-increasing challenge of conquering new users from competing telecommunications brands. They asked longtime partner Advertising.com to design a CPA campaign aimed at reaching and engaging new customers at scale.

Solution:

Advertising.com worked one-on-one with this wireless telecommunications company to identify their specific needs and create solutions for them. A key element in the plan was AdLearn, our industry-leading reach and optimization technology. To insure a safe environment for the campaign, we created a brand sensitive list of thousands of sites, including most of comScore's top 100 sites, allowing the brand to achieve efficiency and scale.

Results:

Advertising.com was able to drive 26,000 new conversions to this telecommunications leader, making Q2 2011 one of the highest performing quarters ever. In turn, this strengthened the partnership between our two companies and increasing the client's spend across the Advertising.com network.



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