

BRAND BOOST

CASE STUDY

MELISSA BUILDS AWARENESS IN THEIR QUEST FOR QUALITY

Campaign Goals & Strategy

Sometimes a campaign can tackle two goals. In this case, Melissa, a leading provider of data quality solutions, wanted to build brand awareness while driving traffic to their new eBook for senior leaders on using data to improve business objectives.

Melissa chose Brand Boost for its ability to target a specific audience across the entire ad ecosystem. The mix of channels, from social, to programmatic, and on-site ads, provided the necessary mix to accomplish both goals.

Melissa ran two different creatives throughout the campaign with two different tag lines. “Begin the Quest for Quality” and “Sometimes What You Can’t See Can Hurt You”. Both were used each month, with one message running on social and the other on programmatic and on-site display.

Results



Meta

Impressions: 66,765
Clicks: 411
CTR: .62%



LinkedIn

Impressions: 74,504
Clicks: 1,790
CTR: 2.40%



Programmatic

Impressions:
202,645
Clicks: 279
CTR: .14%



On-Site Display

Impressions: 35,812
Clicks: 8
CTR: .02%

Totals

Impressions

Clicks

CTR

379,726

2,488

.66%