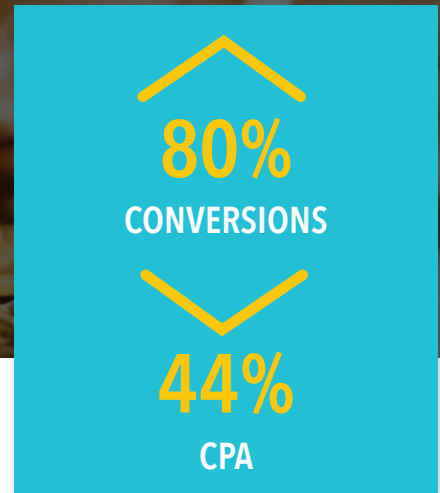


Digital Marketing Agency Increases Conversions and Decreases CPA Using Lotame Audience Optimizer



CLIENT CHALLENGE



Rise Interactive, a Chicago-based digital marketing agency, wanted to increase conversions and product revenue for their client, a well-known, global designer and manufacturer of high-quality, contemporary jewelry, via a targeted display campaign at a low CPA.

LOTAME SOLUTION



AUDIENCE OPTIMIZER FOR LOOKALIKE MODELING

In order to drive sales, Rise Interactive leveraged Lotame Audience Optimizer to identify new prospective customers most likely to make a purchase. Using a pool of previous converters, Audience Optimizer identified new audiences most likely to purchase.



AUDIENCE OPTIMIZER FOR CAMPAIGN PERFORMANCE

Lotame's technology adjusted the campaign on a daily basis to target only those most likely to convert throughout the two-month campaign for optimal performance.

REAL RESULTS

- ✓ 80% Increase in Conversions
- ✓ 44% Decrease in Cost Per Acquisition (CPA)
- ✓ Overall, Audience Optimizer was one of the most successful and best performing prospecting tactics they used.

Given Lotame's reputation in the industry, we turned to them in hopes of further increasing click-through rates and decreasing cost per conversion for our clients. By deploying Audience Optimizer, we've already surpassed one retail client's expectations, gaining an 80 percent increase in conversions for targeted users and a 44 percent decrease in cost per acquisition.

ERIK SEVERINGHAUS
VP Personalization, Rise Interactive

Want similar results for your business? Get in touch!
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