

CASE STUDY: LEADING ENTERTAINMENT BRAND

A high profile Media and Entertainment company challenged Tumri to improve the ROI of their existing online marketing campaigns while managing a constantly changing set of character images and headline messages.

CAMPAIGN
OBJECTIVE:
REDUCE COST PER
ACQUISITION

Solutions Used

DYNAMIC MESSAGING

- ▶ Customer Acquisition
- ▶ Retargeting

ANALYTICS

- ▶ Custom Reporting

DATA GATEWAY

- ▶ Offer Feeds

KEY CHALLENGES

The creative design and execution was extremely important and needed to be delivered at the high standards that this advertiser maintains in cinemas, TV, print and online. Performance was important but the dynamic creative needed to be polished and designed within very strict brand guideline and accommodate a large and frequently changing set of images and messages.

MEDIA PLAN

- Up to 50 million impressions per month
- Target Audience: Gamers and 15-30 year old males
- Type of Media: Run of Network and Retargeting

TARGETING & PERSONALIZATION

- Leveraged publisher partner user data to personalize the messaging and creative

TESTING & OPTIMIZATION

Tested and optimized a large library of creative assets and messages to identify the best performing set. Variables tested included: 100+ character images, background colors, headline messages and call-to-action. In addition, Tumri tested the effectiveness of different landing pages and optimized the traffic to dynamically lead to the highest converting pages.

RESULTS

- 120,000 creative combinations served
- Performance optimized in 30 days
- Campaign up and running in 21 days
- 190% increase in CTR
- Cost per acquisition reduced by 67%

KEY LEARNINGS

1. Targeting a highly relevant and engaging creative significantly improves CTR and Cost per Acquisition
2. The layout of the creative (headline, CTA, images and logos) has a significant impact on performance. It is important to understand the behavior of users and optimize the creative around these behaviors.