

## **Adblade Case Study: Major Baby Formula Manufacturer**

### **Summary**

**Customer:** Major Baby Formula manufacturer

**Project:** Media Buy on the Adblade Premium Ad Network

**Goals:** Generate leads, and have users sign up for over \$300 worth of free formula—at a CPA goal of less than \$10.00 per lead.

**Process:** Adblade created a campaign specifically targeting new moms. Adblade used powerful action-oriented imagery and copy, its proprietary “Newsbullet” format, and behavioral targeting culled from a network of 400 premium and brand safe sites.

**Results:** Within less than four weeks of partnering with their AOR to help execute creative optimization and precise behavioral targeting, Adblade dramatically increased CTR and lowered the client’s CPA to less than \$5.00. The customer was elated with the performance of the campaign, and therefore reallocated significant budget from other vendors that were not meeting their KPI.

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### **Background**

#### **Company Profile**

Our customer is a “household name” brand; one of the world’s largest, most highly-respected baby formula manufacturers.

For decades, the company has produced a complete line of baby formulas used worldwide. Today, their ever-expanding product line includes hypoallergenic, soy, organic, and sensitive formulas—as well as many other products—to help moms nourish babies, regardless of their nutritional needs.

#### **Project Background**

Our customer had already recognized that online advertising could increase brand awareness, generate leads and boost sales. The advertiser was now seeking new outlets beyond “search” that would deliver desired results.

### **Strategy**

#### **Defining Goals**

Adblade worked closely with our client’s Agency of Record (AOR) to define the advertiser’s goals and metrics for success.

Qualitatively: The advertiser wanted to have an upscale, “mom-friendly” presence that cut through advertising clutter.

Quantitatively: The goal was to generate leads, and have users sign up for over \$300 worth of free formula. Their CPA goal was less than \$10.00 per lead.

### **Initial Concepts**

For this campaign Adblade offered **its unique “Newsbullet”** ad format. The newsbullet ad unit resembles a news headline and consistently has twice the CTR of display ads in A/B testing. *Because the majority of our Newsbullets are displayed on premium news properties, users actually scan our ads similar to news headlines— and therefore do not avoid or ignore them as typical banner ads.*

### **Phase I: Testing the waters**

Recognizing that this was a well-established company in business for over 100 years, the advertiser wanted to leverage the strength of its brand. The program initially launched with ad creative emphasizing their logo. The initial results were disappointing with a poor clickthrough rate (CTR), minimal conversions and leads.

### **Phase II: New images—and revamped copy —drives strong response rate**

Adblade quickly worked with the advertiser’s AOR to get approval to use lifestyle images in lieu of their brand logo and reworded the copy to include a strong call to action incorporating a “New Moms” lifestyle theme. The Agency and Adblade cooperatively worked together to craft a new plan using new images of babies and moms, happy moms, and joyful giggling babies—which produced a noticeable increase in CTR, and ROI.

### **Phase III: Behavioral Targeting “Moms”**

By incorporating behavioral targeting to “Moms”, the campaign continued to see an increase in CTR which resulted in a lower cost per lead. Adblade continued to collaborate with their agency to optimize the images and copy targeted to “New Moms” for the duration of their flight.

### **Objective Achieved**

Within a month, we significantly increased the advertiser’s CTR and lowered their CPA to less than \$5.00. Adblade came in 50% below our clients planned goal. This campaign ran for a full 12 month period.

### **Observations and Impact**

Approximately six months through the campaign, the advertiser added budget to Adblade as a result of the remarkable ROI. This revenue was recognized from optimizations recommended by their agency. *Adblade received all budget from this effort that did not meet the client’s initial \$10.00 or less CPA goal.* By implementing the methods described above and bolstered by Adblade’s commitment to provide the absolute best in class results – we can help you achieve this level of performance.

