

Develop an untapped channel for customer orders

Adaptly tackled a complex Direct Response problem to develop an untapped channel for customer orders for a telecom provider client. Client's main goal was to complete orders and drive users into a retargeting pool to move users through the conversion process.

Approach

Understanding how we can track an order and all the different ways a user travels down the path to conversion, Adaptly built out an executable tracking plan, presenting several opportunities to optimize to conversion. Taking these insights to the client on a regular basis, we increased the overall efficiency of the campaign while scaling results throughout the flight.

- Run ads on desktop to the broadest possible user group to grow a sizeable targeting pool.
- Retarget those users on mobile with Page Post Link ads, driving to mobile optimized pages with an option to click to call.
- Measure success of WCA and other targets through sales reports broken out by unique number for each target.
- Optimize to placements driving the best conversion rates on mobile throughout the month.

Results

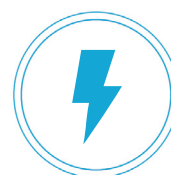
- Through more strategic impressions, drove nearly 60% more orders quarter over quarter on 2/3 of the impressions.
- CPO to WCA users was ~40% less the campaign average.
- Drove user through the funnel from discovery to purchases, identifying key differentiation points along the customer journey to inform future ad spend.



372 orders.



\$2,4k value per order.



8,030 leads.

Key Takeaways

- Understanding where conversions come from is only as powerful as uncovering how a user got there.
- Creating a specific conversion journey, iterating as we receive data is the best way to drive efficient, scalable results in Direct Response.

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