

MediaDonuts lowers retargeting CPA by 82% with Koa Retargeting



RESULTS



82%

higher performance than goal, with a retargeting CPA of \$5.279



2.13x

better performance than the other demand-side platform (DSP) in a head-to-head test with The Trade Desk, with an overall CPA of \$40

SEARCHING FOR A MORE COST-EFFICIENT RETARGETING STRATEGY

A finance institution was looking for a more cost-effective way to advertise a new retirement savings plan. Their goal was increase plan sign-ups and awareness while reducing the prospecting CPA below \$60 and the retargeting CPA below \$30 — something they couldn't accomplish with the same campaign running on their current DSP.

When their CPA showed no signs of improvement, they turned to their agency, MediaDonuts, to find a new strategy. The solution? To simultaneously run the campaign on both The Trade Desk and the current DSP to determine which platform most effectively met — or exceeded — the CPA goal target, particularly when it came to retargeting performance.

SUPERCHARGING PERFORMANCE WITH KOA RETARGETING

MediaDonuts then decided to leverage The Trade Desk's new data-driven retargeting tool — Koa Retargeting — to improve the performance. Within a few days of activation, Koa Retargeting drove 4x more conversions and reduced the retargeting CPA to \$5.279 from \$30, and exceeding the original goal by 82%. With the help of Koa retargeting, MediaDonuts achieved an overall campaign CPA of \$40 — more than two times lower than the competing DSP. As a result, MediaDonuts decided to move 100% of the client's programmatic budget to The Trade Desk platform.

DID YOU KNOW

Koa Retargeting's key to success is user-level scoring. It saves you time by consolidating your retargeting strategy into one ad group and applying unique bids for each user.

