

# Improving the quality of leads while lowering CPA

## CASE STUDY

### Advertiser

A leading mobile communications company

### Client

MediaDonuts

### Method

Koa Retargeting, API for automated reporting



## INCREASING SALES BY IDENTIFYING HIGH VALUE CUSTOMERS

A mobile communications advertiser was faced with a challenge — many of their customers were not making payments after the initial purchase (i.e., they weren't "high value"), which meant a substantial number of their sales were getting disapproved.

To tackle this challenge, the advertiser wanted to generate more high-quality leads and improve the ratio of high value clients through their advertising efforts. Their goal was to lower cost per acquisition (CPA) and increase more sales among high value customers — something they couldn't achieve with their current demand-side platform (DSP). So they turned to their agency, MediaDonuts, to find a new strategy. Their suggestion? Running a programmatic campaign on The Trade Desk.

## THE RESULTS

**57%**

better performance compared to another demand-side platform, reaching a CPA of \$7.75 and exceeding campaign goal by 38%

**2x**

better high value customers ratio compared to the other demand-side platform

# Improving the quality of leads while lowering CPA

Continued



## ACHIEVING A LOWER CPA AND A BETTER HIGH VALUE CUSTOMERS RATIO

A month into running the campaign on our platform, the advertiser and MediaDonuts saw a significant improvement in performance. The campaign reached an overall CPA of \$7.75 — 57% lower than the other DSP (\$18), and exceeding the campaign goal by 38%. Notably, Koa Retargeting drove 35% of conversions and achieved a CPA of \$1.13 (607% ahead of the overall campaign goal).

In addition, our platform helped stabilize the overall high value customers ratio to 23% approved users (post purchase), doubling the overall performance. This means that the quality of leads that came in via The Trade Desk were a lot higher than those coming through the other DSP,

which helped the advertiser attract customers that did not default on their transactions.

Last but not least, an integration with our API made it possible to auto-populate the advertiser's reporting dashboards with campaign data. Not only did this save a lot of time, it provided an easy way for the clients to generate data visualizations.

The advertiser was very happy with the results and has decided to sign a (half) annual contract with MediaDonuts whilst running 100% of the campaign's activity on The Trade Desk.

