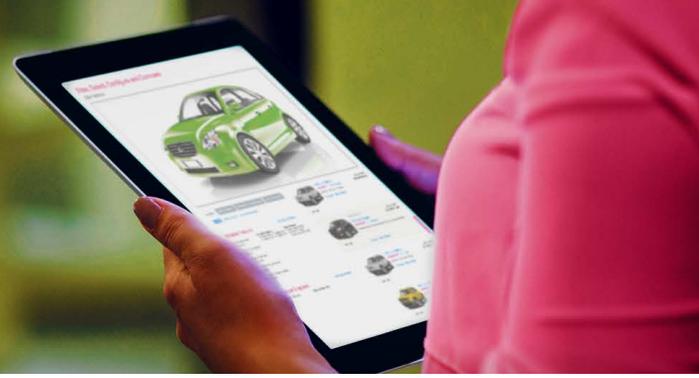


Predicting High-Value Targets Yields Results



Background

A leading online car shopping destination

A leading online destination for car shoppers approached RadiumOne for help reaching consumers who were in the market for cars, trucks and other automobiles. The company cultivates prospects at all stages of the decision funnel and connects them with nearby dealers so they can buy the vehicle of their dreams.

Objective

Generate qualified leads at an effective cost per action

The company's main objective was to generate qualified leads for its auto dealer partners throughout the country. It sought a high volume of leads at the most cost-effective rates possible, and it would ultimately determine the success of the campaign based on two key metrics: Cost Per Lead (including phone calls, text messages, emails and more) and Cost Per Visit.

Solution

Define, identify & target high-value "car shoppers"

RadiumOne's innovative campaign centered around three data-driven strategies:

- 1 Identify high-value prospects**
First, RadiumOne conducted an in-depth analysis to get to know the client's most valuable prospects. The company studied the consumer's online behaviors, demographic makeup, psychographic models and other characteristics to form a cohesive profile. The Sharing Analytics tool was also used to gain invaluable insight into the audience's social sharing behaviors.
- 2 Find similar customers through data-driven means**
Once RadiumOne had a profile of the client's high-value targets, it developed a media plan that consisted of targeting consumers based on their profiles and via contextual ads on category-specific web sites.
- 3 Convert users throughout the sales funnel**
To truly scale the campaign, RadiumOne nurtured prospects at both the upper and lower ends of the purchasing funnel, thereby reaching consumers no matter what stage they were in, whether they were merely prospecting or had shown high purchase intent.

Results

Massive scale at cost-effective rates



Top Producer of Lead Quantity



\$28 Average Cost Per Lead



\$0.12 Average Cost Per Visit

Delivering more than 16,000 leads each month at an average Cost Per Lead of about \$28, RadiumOne has established itself as one of the client's top sources of leads – in terms of quantity, quality and cost. RadiumOne's average Cost Per Visit of 12 cents far exceeded the client's goal of 36 cents, and the campaign has been so successful that the client continues to expand on their advertising spend practically every month, often asking RadiumOne to fulfill the demand that other networks cannot meet.