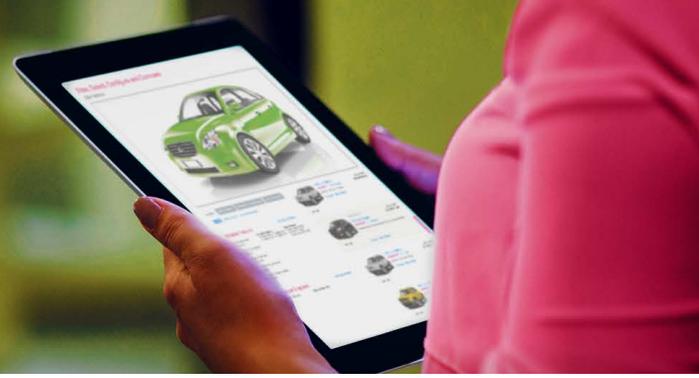# Predicting High-Value Targets Yields Results

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 (CPL) which also included phone calls, text messages, emails and more, as well as Cost Per Visit (CPV).

Solution

1 Identify the valuable consumer signals to find high-value car shoppers

First, RadiumOne conducted an in-depth analysis to get to know the client's most valuable prospects, which included a review of the target consumer's online behaviors, demographic makeup, psychographic models and other characteristics to form a cohesive profile. The Sharing Analytics and Smart Links tools were also used to gain invaluable insight into the audience's sharing behaviors.

2 Predict the marketing outcomes that will have the most impact

Once RadiumOne had a profile of the client's high-value prospects, it used audience insights reports to develop a media mix strategy that consisted of targeting consumers based on their profiles.

3 Activate accountable advertising to the consumers that matter

To truly scale the campaign, RadiumOne nurtured prospects all along the consumer journey. By retargeting prospects on mobile and desktop media using banners, video and contextual ads on category-specific websites, RadiumOne was able to reach consumers no matter what stage they were in, whether they were merely browsing around or had shown high purchase intent.

Results

6K Leads Per Month – Top Producer of Lead Quality

$28 Average CPL – Lowest of All Client Vendors

67% Reduction in Average CPV from $0.36 to $0.12