

Above The Fold Helps Start-up Drive Growth To Attract Investors

Overview

A start-up based in the United States needed to demonstrate meaningful growth through paid search and programmatic marketing, with the goal of attracting investors.



Solution

Above The Fold used programmatic tactics to create brand familiarity and paid search marketing to capture increased awareness.

To successfully target the correct audience, sophisticated geotargeting techniques were used to efficiently target the right consumers cost-effectively:

- Select metros across the U.S.
- For further refinement, we used specific geofenced traffic.
- We limited the consumers that were being targeted by overlaying key attributes (demographics, behavioral characteristics) to hone in on particular segments that were driving on key roads within specific metros.



Results

In less than 12 months, increased registered users and transactions by 480%.

As the performance was successful, we tripled the states and metros being targeted through expansion.

Campaign Results

\$8

Customer Acquisition Cost

480% Increase

Users/Transaction \$