

B2B Tech Consulting Firm Targets Software Users With Get Above The Fold

Overview

A large technology consulting firm was looking to increase users of its network and software solutions. It enlisted the help of Get Above The Fold to reach a relevant audience, deliver timely advertisements, and drive conversions. The advertiser's goal was to achieve a CTR higher than the industry average of 0.08% – 0.10%.

Solution

The Get Above The Fold team developed a comprehensive strategy of Search Retargeting at the keyword level and Site Retargeting. With quick learning from the campaign launch, the Get Above The Fold team was able to blocklist specific domains and increase and optimize the keywords to more precisely target customers. With A/B testing, the team updated the creative several times to increase the campaign's overall effectiveness.

Results

Through multiple tactics and optimizations, Get Above The Fold delivered a CTR of 0.16%, nearly double the industry average and the client's goal.

— Results —

1.6X
Campaign Goal

0.16% CTR
Campaign Result

Category
Consulting