

TELCO MARKETER

VERTICAL PERFORMANCE INSIGHTS



BACKGROUND

Telco marketers came to Perform Media to increase brand awareness with direct, transparent access to top performing sites across the Media.net publisher network.



GOALS

Increase brand awareness and onsite actions while keeping CPA costs low. Goals were brand-dependent, ranging from \$3.72 to \$14.00. Generally, brands with lower brand awareness had higher CPA targets, and those with strong brand awareness had lower CPA targets.



SOLUTION

Marketers used Perform Media's two-click validation model, which avoided accidental clicks and took advantage of best-in-class contextual relevance targeting. Marketers also optimized their performance using our proprietary Target CPA Bidding feature, which resulted in campaign CPA costs at or below goal throughout the campaign flight.





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32%

below CPA goal on average

2000+

formfills per quarter

24%

CTR for some advertisers

10K+

qualified lands per week

TOP CONVERTING PUBLISHERS FOR TELCO MARKETERS

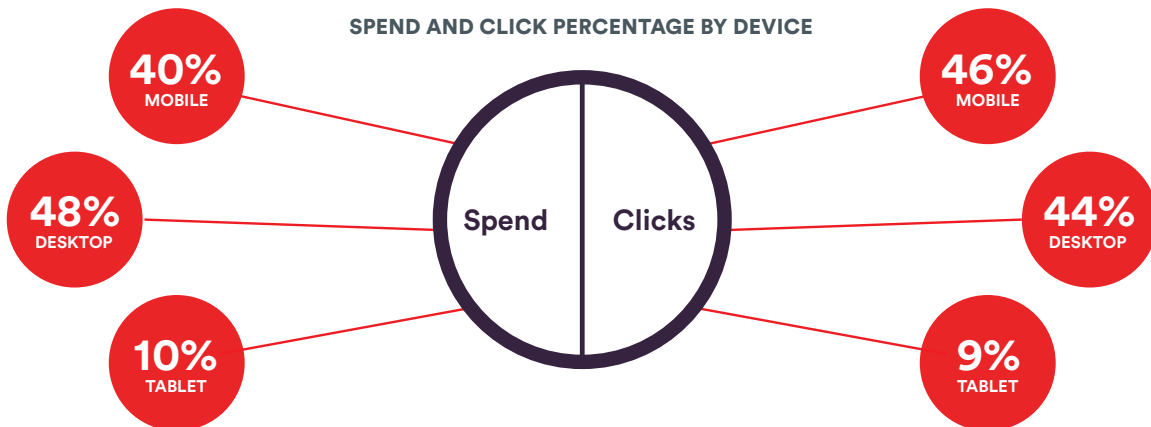
Forbes

CNN

tech **XYGEN**
technology - economy - culture - human
Daily Technology Updates

“Perform Media’s non-brand traffic was 35% more efficient than standard search and 22% more efficient than the search partner network.”

SPEND AND CLICK PERCENTAGE BY DEVICE



**PERFORM
MEDIA**

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