



EYE HEALTH MARKETER

ADVERTISER SUCCESS STORY



BACKGROUND

A leading global eye health company launched an online educational resource for people living with age-related macular degeneration (AMD). This marketer came to Perform Media to drive sign-ups for their new AMD starter kit.



GOAL

Meet or exceed CPA target for signups while keeping CPCs at or under benchmark.



SOLUTION

The Perform Media account team used two-click search campaigns to target high intent users browsing content specific to age-related macular degeneration on Mayo Clinic and other high quality publishers. They closely monitored account performance and regularly shifted budget to high performing campaigns and keywords. Additionally, the team leveraged domain reporting to identify and remove under-performing websites, as well as apply bid adjustments to decrease overall CPA.



RESULTS

58%

CPA on target with traditional search, while CPCs were 58% more efficient



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MEDIA

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