



PRESCRIPTION CONTRACEPTIVE MARKETER REDUCED CPA AT SCALE WITH PERFORM MEDIA TAKEOVER ADS

ADVERTISER SUCCESS STORY



BACKGROUND

A contraceptive drug marketer using Perform Media Search sought to reach additional unique users while keeping performance inline with current benchmarks.



GOAL

This advertiser's primary KPI was a Cost Per Site Action at or below \$200. Secondary action was to reach as many unique users as possible.



SOLUTION

The Contraceptive Marketer activated Perform Media's Takeover ad unit. The Takeover unit allows advertisers to show an ad where a keyword block would normally appear for an advertiser's approved keyword terms. This enables marketers to quickly scale campaigns on relevant, brand-safe content and generate brand awareness and site actions with high intent users.



With only 70% of the amount of the search budget, the takeover campaign generated:

RESULTS

245X additional impressions

82% more clicks

80% more conversions

61% lower CPCs

12% lower CPAs



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