

National Franchise Brand Display Campaign Rivals PPC Engagement

Outcomes:

Days in-flight: 22

Impressions: 870,004

Clicks: 10,789

Average CTR: 1.24%

Average Cost Per Click: \$.67

Conversion Rate: 1.125%

Benchmarks:

Average CTR for Home/Garden: 0.09%

Average Cost Per Click for Home/Garden:
\$2.58

PPC Conversion Rate: 1.5%

Challenge

A national franchise brand leader in the artificial turf industry faced a significant challenge in increasing online engagement and conversions. Their traditional Google PPC campaigns, while effective, were becoming prohibitively expensive, impacting the overall return on investment (ROI). The high cost per click was straining their marketing budget, making it difficult to sustain the same level of visibility and engagement without escalating expenses. This situation necessitated a search for a more affordable yet equally effective advertising strategy.

Additionally, the client struggled with creating a cohesive user journey from ad click to conversion. Their existing approach often resulted in high bounce rates and low user engagement, as visitors frequently encountered landing pages that did not align well with the ad content. The mismatch between ad messaging and landing page content caused a disconnect, reducing the likelihood of conversions. The client needed a solution that could ensure a seamless transition from ad to landing page, maintaining user interest and driving higher conversion rates.

Solution

ContentAccess developed a novel campaign strategy supported by a series of advanced animated HTML5 video display ads developed by the company using industry standard and freely available tools. These ads were strategically deployed through expert DSP targeting to maximize reach and impact. ContentAccess ensured that the ads attained peak visibility and relevance through strategic deployment and management, optimizing impact by targeting the appropriate audience across relevant platforms at optimal times.

ContentAccess introduced a groundbreaking solution by integrating their proprietary dynamic page experiences. Using embedded JavaScript, this technology detected the origin of page visitors and dynamically displayed relevant call-to-action and opt-in messages based on the digital ad clicked. This integration created a personalized and engaging user experience, aligning the landing page content with the initial ad message. By dynamically mapping messages to visitor interactions, ContentAccess eliminated the typical page sprawl, reduced bounce rates, and significantly enhanced user engagement and conversion rates.

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Performance

Over a 22-day campaign, the display ads achieved 870,004 impressions and 10,789 clicks, resulting in an impressive click-through rate (CTR) of 1.24%—a 1278% increase over the industry average of 0.09%. The average cost per click (CPC) was significantly lower at \$0.67, representing a 74% decrease compared to the industry benchmark of \$2.58. This campaign yielded a conversion rate of 1.125%. The results demonstrate that affordable passive display advertising can rival the performance of more expensive intent-driven PPC campaigns.

Conclusion

The partnership between Grass365 and ContentAccess successfully addressed the challenges of high PPC costs and low user engagement. By leveraging dynamic page experiences and personalized messaging, ContentAccess transformed Grass365's display advertising strategy into a cost-effective and highly engaging solution. The campaign not only exceeded industry benchmarks for CTR and CPC but also demonstrated that a well-executed display advertising strategy could achieve conversion rates comparable to traditional PPC campaigns.

The outcomes highlight the effectiveness of innovative digital marketing approaches in overcoming budget constraints and enhancing user engagement. Grass365's success with ContentAccess underscores the potential for other businesses to achieve similar results by adopting personalized, dynamic advertising strategies.