

On-Line Media Plan Optimization Achieves Client Goal

THE OPPORTUNITY...

In the influenza vaccine category, a small-budget on-line advertising media plan was created to raise awareness of the ability to pre-book the vaccine, as well as to provide a way for targeted physicians to actually pre-book for the coming influenza season.

The call to action on the display ad clicked-through to the client's site where the physicians could place their pre-book order. This approach provided a clear campaign goal where the Key Performance Indicator (KPI) was a very measurable cost-per-click (CPC).

The client provided an acceptable dollar-return value for each click, against which all placements would be measured. After an eight-week period, campaign performance reporting indicated the cost-per-thousand (CPM) structures of all but one of the media placements were below the acceptable KPI. The one exception underperformed against the KPI when the CPM cost model was applied.

THE CHALLENGE...

Because all optimization efforts are linked to achieving specific brand objectives, the solution to this situation had to bring the overall CPC KPI (including the underperforming site) below the amount defined as acceptable by the client.

At the same time, there was no possible opportunity for creative optimization because there was only one ad available during this brief campaign.

THE SOLUTION...

To resolve the situation, CMI negotiated with the under-performing site to revise the terms of the buy cost structure from CPM to CPC, with the new cost satisfying the KPI deemed acceptable to the client.

THE RESULTS...

Using this approach to optimization, CMI was able to decrease the average CPC by more than 50%.

THE PRACTICAL IMPLICATION OF THIS CASE STUDY...

This kind of success can be yours!

Contact your servicing
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Communications Media, Inc.

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