

Case Study:

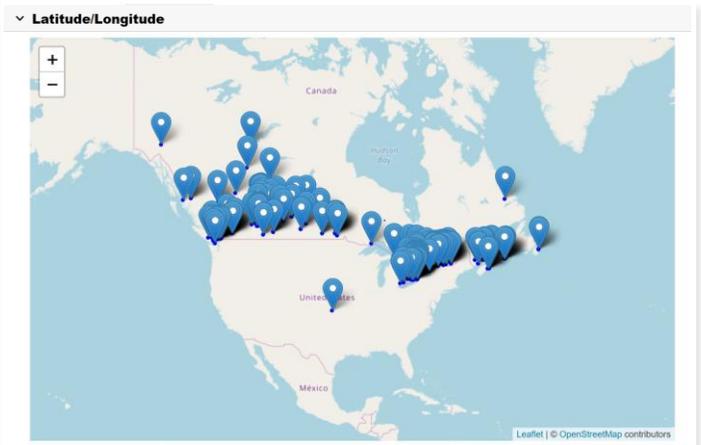
Leads with Attributable Conversions

Canadian Insurance Company Grows Leads Through Affiliate-Style Placements

Goal: Drive sales on click-based conversion like affiliate marketing

Channel: Native & Display placements driving post-click conversions

Targeting: Bidding on performance placements recommended by the Pontiac Intelligence Accounts team.



Results: 22% Average Margin on Affiliate Leads

This type of targeting takes time to optimize, but Pontiac has access to Taboola, Outbrain, Sharethrough, Triple Lift, Microsoft, Google, Yahoo and other native sources. With time and higher bidding on more premium inventory, the client learned which platforms worked and was able to drive 13% - 44% margins plugging leads through to the client.