

Case Study:

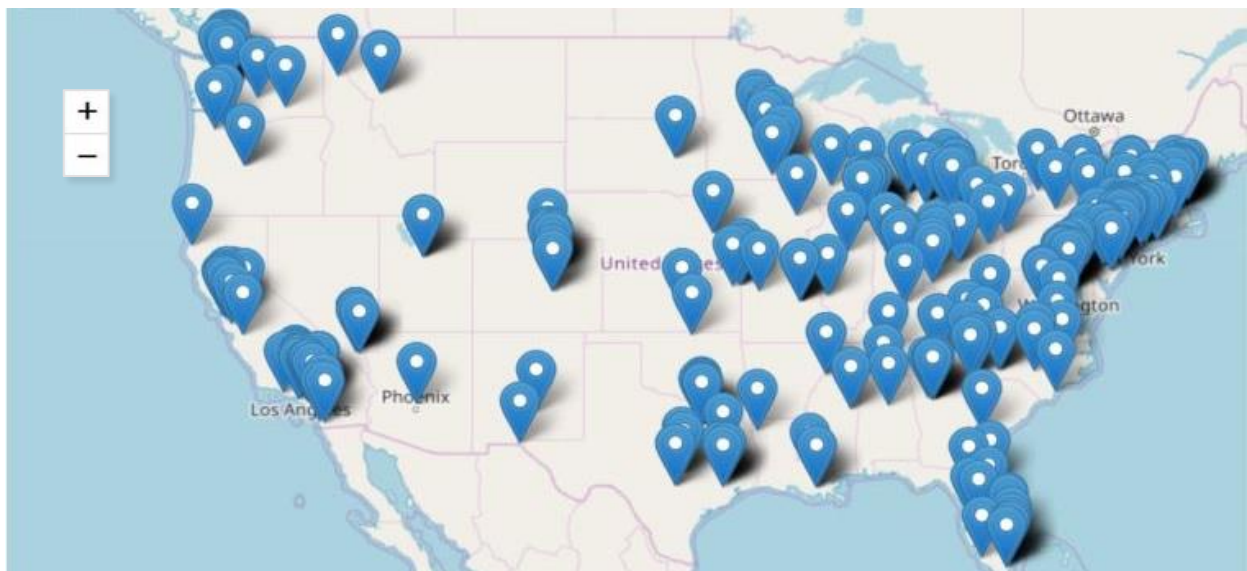
CBD Across Display

CBD Brand Drives Conversions by Geo-Targeting Specific Regions

Goal: Drive website traffic and attributable post-click conversions

Channel: Display remarketing & prospecting on approved websites & apps

Targeting: Optimizing to highest performing websites and zip-codes, driving efficient cost per landing page visit and quality site traffic that lead to conversions



Results: \$0.87 Cost-Per-Website Visitor

The Pontiac algorithm optimized toward the highest CTR and lowest cost-per-website visitor. In doing so, the platform got website visits down to \$0.87 by the end of the third month.¹

Algorithmic prospecting drove awareness and helped find top performing sites, while remarketing was the most successful strategy for driving conversions.

1. According to Google Analytics

