

Case Study:

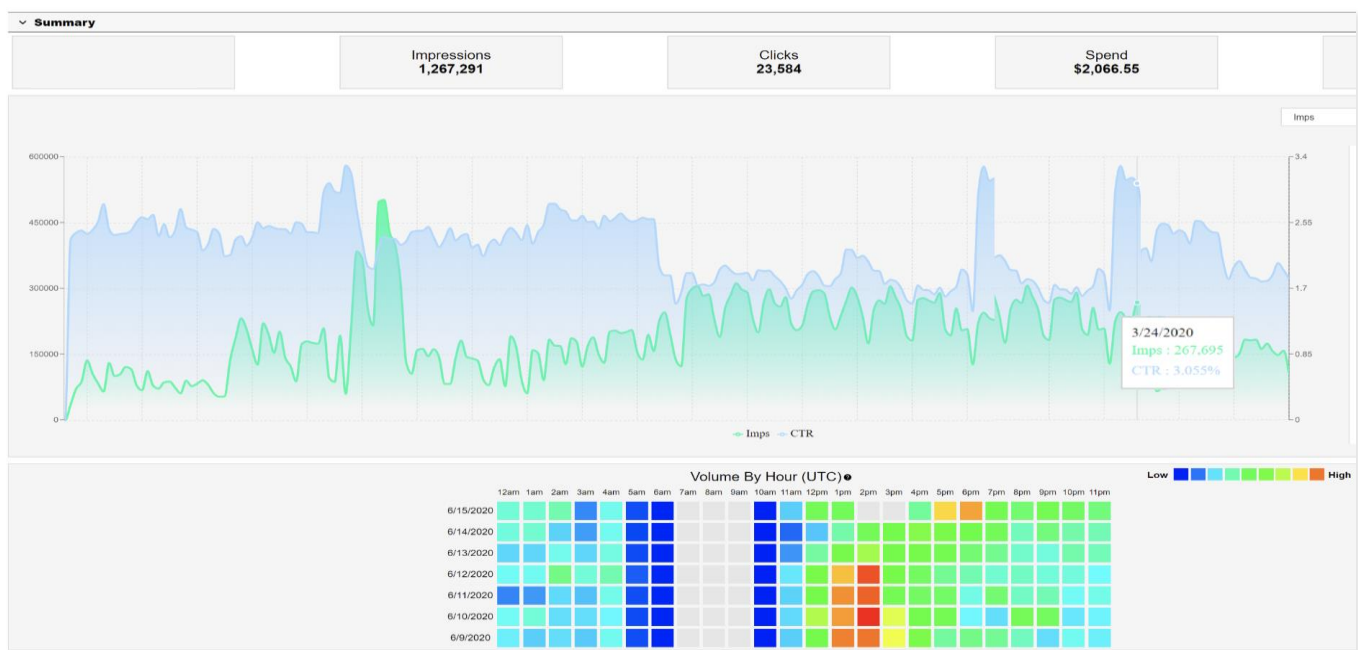
Online Education & Outlook Ads

Language Software Drives Conversions and Improves Overall CPA

Goal: Drive Spanish-speaking users to sign up for online ESL classes

Channel: Display Prospecting & Native Outlook Text Ads

Targeting: Prospecting across Spanish speaking countries (including Colombia, Peru, Mexico, Ecuador, Costa Rica, Chile, Argentina, Spain, Guatemala, Honduras, Puerto Rico, Dominican Republic, Bolivia, and El Salvador) on high performing text ads with modest frequency



Results: 714 Conversions < 4 Months

Pontiac's algorithm optimized toward Outlook text ads due to stronger performance than prospecting alone. This campaign ended with an average post-click CPA of \$8.16. Due to performance that exceeded the advertiser's expectations, they continue to increase spend across all markets.

