



accelerate

# App Academy

Accelerating Growth with GDN: DSK &  
Managed Placements

## CLIENT

App Academy, a 12-week intensive computer programming school.

## CHALLENGE

Scale volume across prospecting GDN campaigns to improve overall lead volume; improve GDN campaign efficiencies.

## SOLUTION

We identified a new GDN targeting initiative: Display Select Keyword targeting. This audience targeting feature allowed us to target select keywords that matched with top audiences in order to drive efficient volume through GDN on a contextual basis. We also introduced an additional targeting feature that isolated our top-performing placements.

For the DSK campaign, we analyzed our top 25 performing non-brand keywords. Then by building out a GDN campaign targeting these keywords, we allowed Google's algorithms to crawl sites with relevant content based on these terms, and display our ads on those sites.

We then examined our top-performing placements, identifying relevant placements as well as any placements that performed efficiently. Next, we pulled the top 15 for each of these criteria and launched a GDN campaign only targeting these placements.

## RESULTS

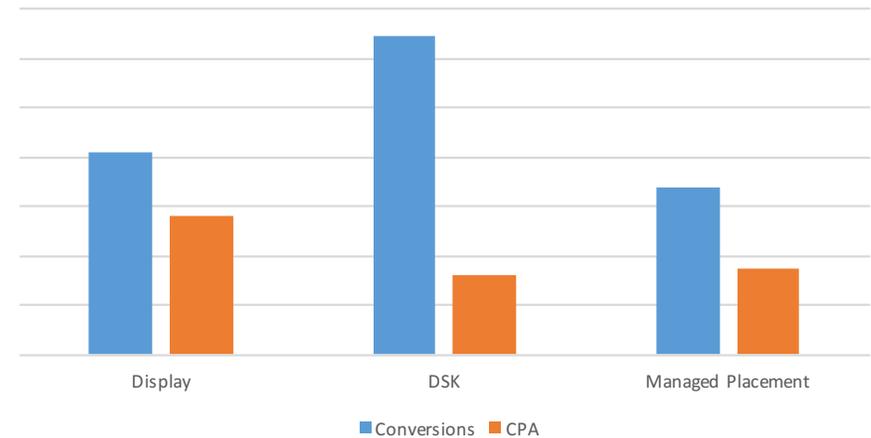
Since launching, DSK has been the top-performing prospecting initiative in driving GDN conversions and converting at the most efficient CPAs.

Overall, for the months of November, December, and January, DSK has driven in 57% more conversions at a 77% more efficient CPA than the Display campaign, which is targeting users based on custom affinity and In-market audiences.

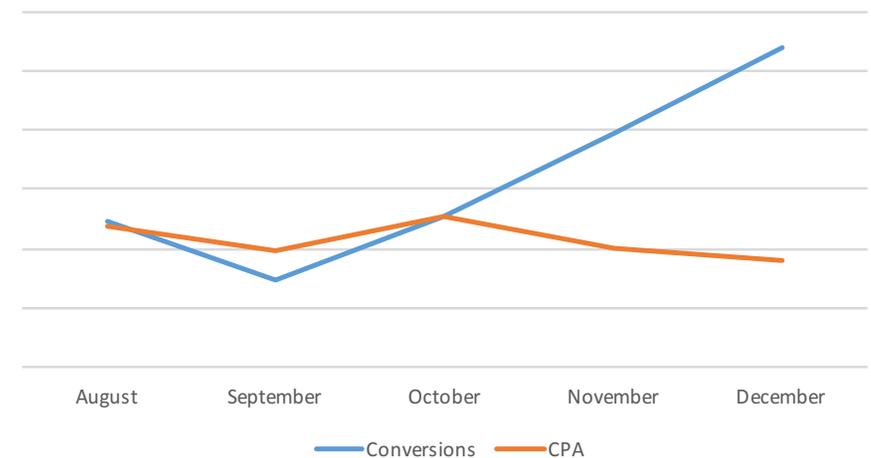
The managed placement campaign has also contributed to increasing our overall conversion volume through GDN while achieving a CPA 62% more efficient than Display.

For GDN performance as a whole, when we launched DSK and the managed placement campaign in November, we saw a significant spike in conversion volume while improving CPA. Looking at the month before these initiatives were launched (September), comparing to a full 30 days after our mid-October launch, conversions increased by 111% and CPA improved by 29%.

GDN Conversions & CPA  
11/1/16-1/31/17



GDN Conversion & CPA Over Time





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