



DIGITAL
A Harte Hanks Company

Competitive Advantages through Emerging Ad Platforms

12x Increase in Installs from Mobile Channel Diversification



CLIENT

A mobile application in the healthcare vertical, targeting users who seek on-demand care from their mobile phones.

CHALLENGE

The client is a relatively new company, going up against two large competitors. They came to 3Q looking for help competing efficiently against companies with greater advertising and service resources.

SOLUTION

The client was already running ads on Google, Bing, and Facebook—but so were the client's two main competitors. To counteract the impact of a competitive environment, 3Q recommended the client diversify their channel mix, in order to access new users who have not been exposed to any of the offerings in the client's space.

When 3Q took over the client's paid media management in February, we expanded onto Apple Search ads. This would allow the client to get in front of users right at their decision point: as they browsed and installed apps. While some categories see higher average CPCs on Apple than Google or Facebook, our platform research indicated that the higher installation rate would likely lead to favorable acquisition costs.

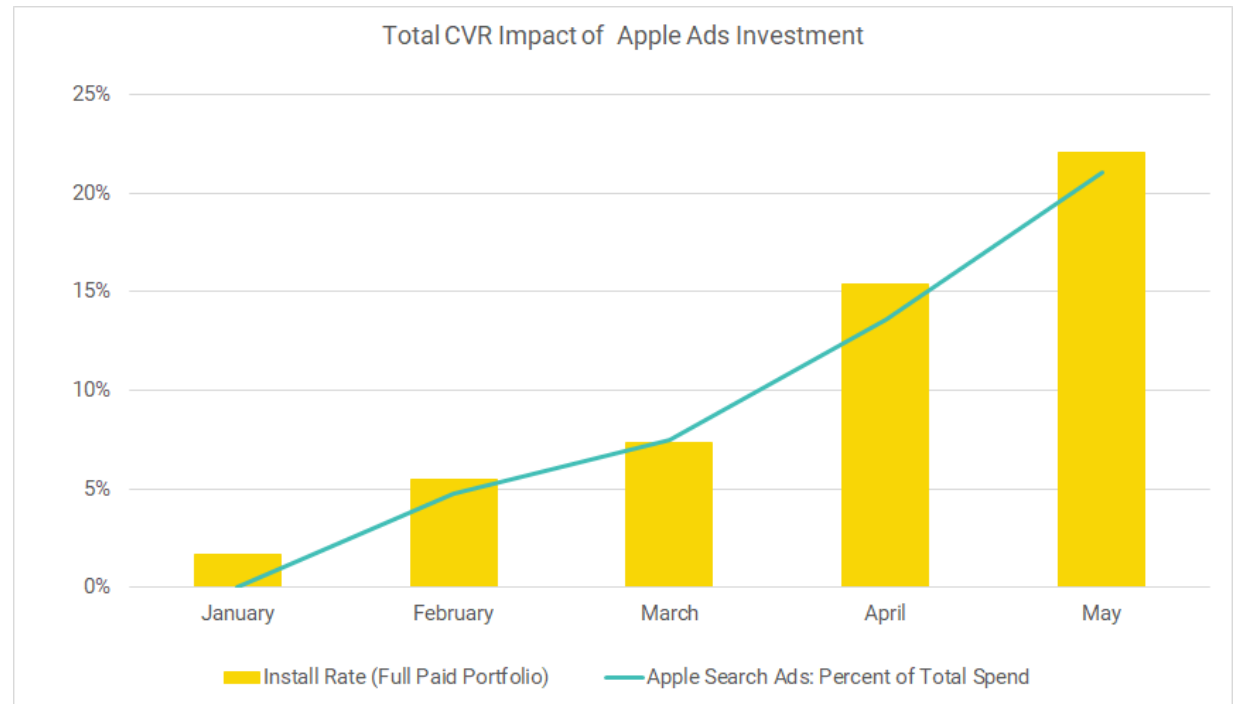
Secondly, 3Q recommended Quora ads, based on the client's internal research about their target persona. The target audience tended to be seeking information and a sense of community, looking to consume (and contribute to) written online content. The Quora platform aligned well with these interests and, as a relatively new platform with a very native ad experience, it promised very low CPCs and strong CTRs.

Tactically, we adapted 3Q's proprietary [Alpha-Beta Process](#) for the Apple Search Platform, and the 3Q [Social Framework](#) for Quora. Both structures allow us to isolate variables and maintain granular control over performance, maximizing efficiency.

RESULTS

By shifting budget from competitor-dominated platforms to platforms in which the client was a first-mover, we were able to improve overall installation (conversion) efficiency significantly.

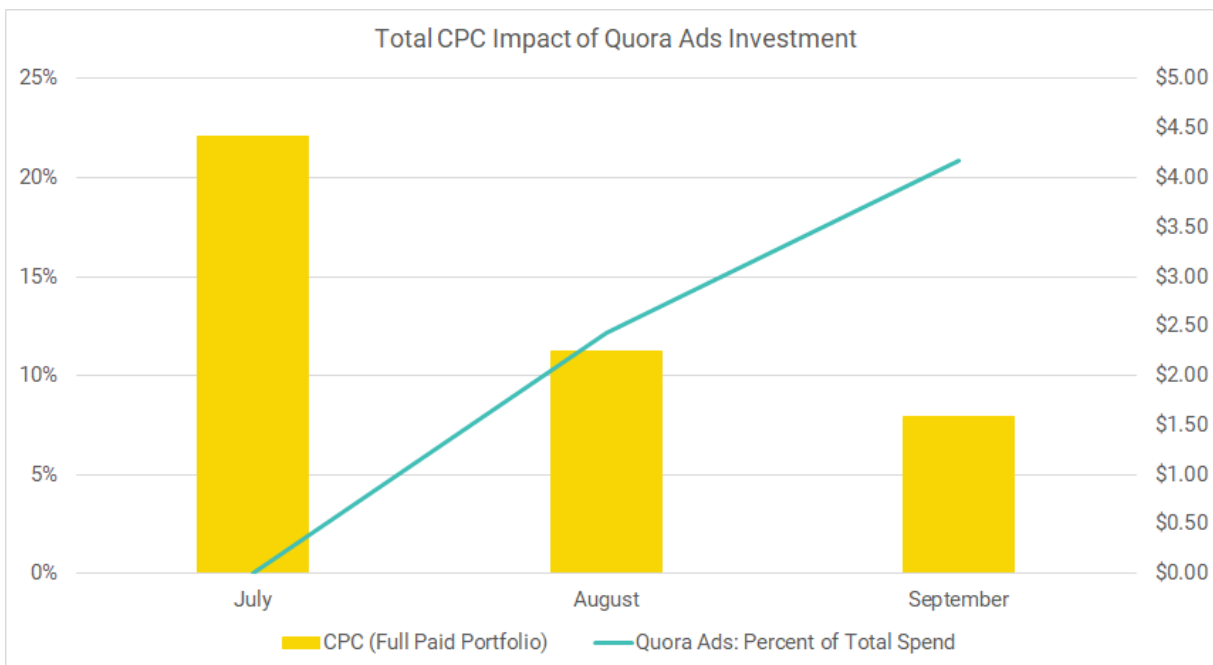
As the investment in Apple Search ads increased (starting from 3Q's takeover in February), the overall Install Rate for the client's paid portfolio increased over 12x.



RESULTS

Quora ads were launched in August. Comparing July, without Quora spend, to September, when Quora made up 21% of overall spend, account-wide CPCs improved by 64%. These lower CPCs contributed to a 24% improvement in Cost Per Install for the same period.

By selecting platforms that align with the target persona, and moving nimbly to market before competitors, 3Q was able to repeatedly improve acquisition efficiency in a highly competitive market.





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