



**Google Display Network
Mobile Ad Optimization**

A Harte Hanks Company

Client:

An enterprise-level B2B company providing financial services and mobile payment solutions.

Goals:

The goals of our Google Display Network (GDN) campaigns were twofold:

1. Drive incremental traffic for new user acquisition
2. Scale the GDN program to grow the client's user base while maintaining a profit margin of at least 30%

Methodology:

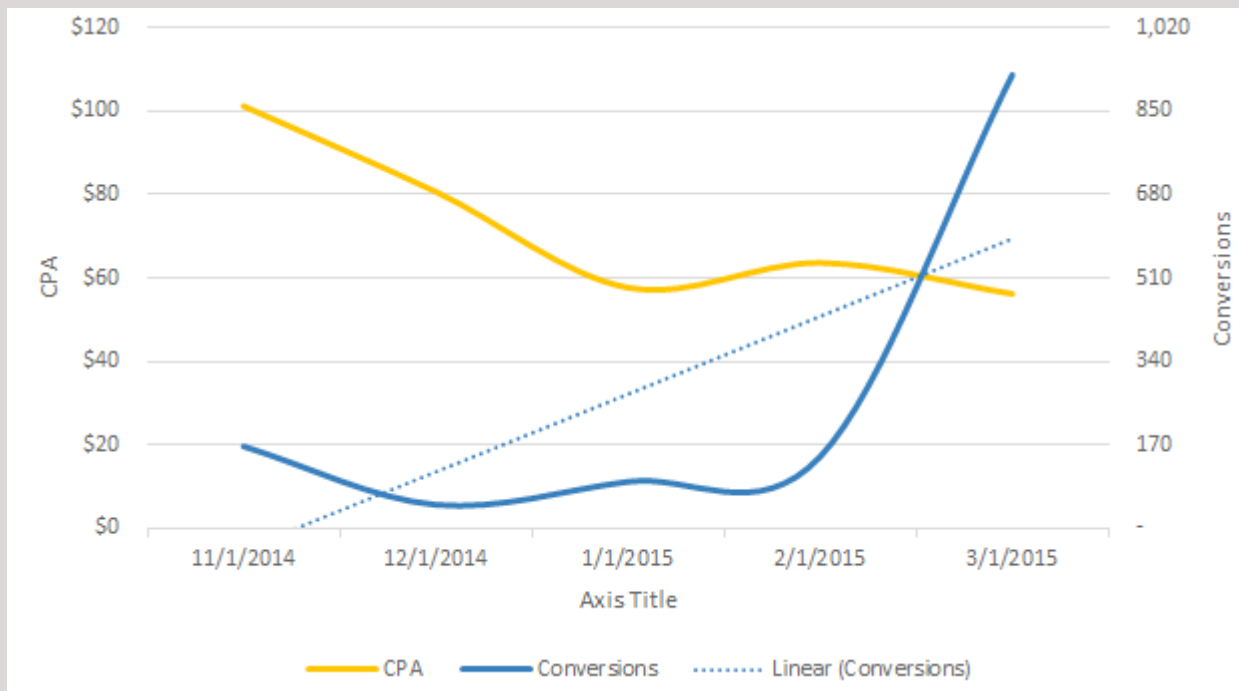
We focused on three specific initiatives to meet these goals:

1. A/B banner testing, finding the right combination of direct-response messaging and calls to action
2. Balanced targeting approach blending contextual placements and similar users
3. Smarter mobile device bidding



Results:

Our Google Display Network campaigns achieved conversion growth of 450%, with a CPA reduction of 44%.





For more information on how **3Q Digital, A Harte Hanks Company** can help your marketing campaigns:



CALL US @ 650.539.4124

EMAIL US AT
INFO@3QDIGITAL.COM

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