



A Harte Hanks Company

Driving  
International  
Display Conversions  
with Infolinks



# Client

A web-based Fortune 500 company seeking to expand its global audience.

# Challenge

Identify a display network with a large international footprint that can deliver a high volume of traffic at strict CPA goals.

Once we identified our display network, a secondary challenge was to work with the network's technical team to overcome the client's policy against allowing third-party conversion pixels on the site.

## Execution

We opted to partner with Infolinks, which delivers over 16M impressions and 1M clicks a day with 50% of traffic coming from Asia, 20% from Latin America, and 30% from Europe, the Middle East, and Africa. We designed the creatives to run on the Infolinks network:

After we decided on Infolinks, we:

1. Launched an initial test with a small budget in a few top markets with the InContext ads, the top performance ads in the Infolinks network.
2. Used the same targeting as in the test countries and opened up the campaigns for the rest of world.
3. Segmented top geos from the rest of the world campaigns.
4. Launched InFold and InFrame ads across all geos.

To overcome the client's policy against allowing third-party pixels on its site, we worked with the client and the Infolinks technical team to set up an offline conversion feed to pass back the unique click ID associated with each conversion. This allowed us to utilize Infolinks' conversion optimizer tool and optimize bids based off of the click rather than at the campaign level.

## Results

Within two months of launching ads on the Infolinks network, we were able to drive over 10K conversions a month; within four months we were up to 30K a month. After six months of strong performance, we switched to a CPA deal in which Infolinks was able to guarantee conversions at our target CPA. Fully scaled, our account currently spends around \$300K a month with 60K conversions.





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