



3Q CASE STUDY

ONLINE CHILDCARE SERVICE

Channel Expansion and Scale under
Target CPA with Apple News



CLIENT

An online service platform for the childcare industry.

CHALLENGE

The 3Q team was tasked with ramping up the client's lead acquisition through digital marketing channels outside of search; we decided to expand into Apple News to take advantage of its premium feel, low costs, and ability to scale with a brand-new user base.

Apple News is a mobile app news aggregator for iOS where users can read news articles based on selected publishers, websites, and topics.

STRATEGY

For our first test with the client on the platform, we began with a broad campaign structure, testing the interstitial and native ad units, high-level audiences, and contextual categories to see what drove the most efficient acquisitions. As we continued testing, we were able to narrow down our structure to campaigns we knew yielded strong results, while slowly introducing new placements and audiences to test.

RESULTS

Our first test yielded a CPA slightly over the client's goal. This was somewhat expected since our structure was set up to broadly test the network to figure out where the most interested users reside on the app.

Proof of strategy came with our 2nd test. We had allocated more spend to the interstitial unit based on CPA in the previous test, causing CTR to dramatically increase (common for this unit) and overall CPA to decrease by 66%, ending well under goal. For the native unit, we cut out the underperforming categories and introduced new purchase data audiences that helped drive more efficient acquisitions.

In summary, the tests, especially for new networks with few advertisers, reinforced our strategy of starting with a wide campaign structure and then narrowing down based on efficiency.

TESTS

Tests (30 days)	CTR	CPA
Test 1	x	y
Test 2	1150% of x	-66% of y



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