

ADVANCED
CONTEXTUAL



TELECOMMUNICATIONS CASE STUDY

- Internet Service Provider

ISP CASE STUDY

ACHIEVING ORDER RATES ON FACEBOOK USING ADVANCED CONTEXTUAL CUSTOM AUDIENCES



OBJECTIVE

Internet service provider looked to drive site visits & orders for their residential service offerings.

STRATEGY

We created custom audience segments to find new users who were researching cable/internet/phone providers, as well as potential/recent home buyers interested in content around packing tips, moving & relocating, and mortgages & refinancing. Advanced Contextual audiences were refreshed throughout the campaign & the client optimized towards their primary order rate KPI.

RESULTS

Client saw continued success throughout the year with top performing segments yielding favorable order rate results. Success using Advanced Contextual's custom audiences resulted in renewals as well as campaigns for additional lines of business including back to college & B2B for the client's ISP offerings.

1.03%

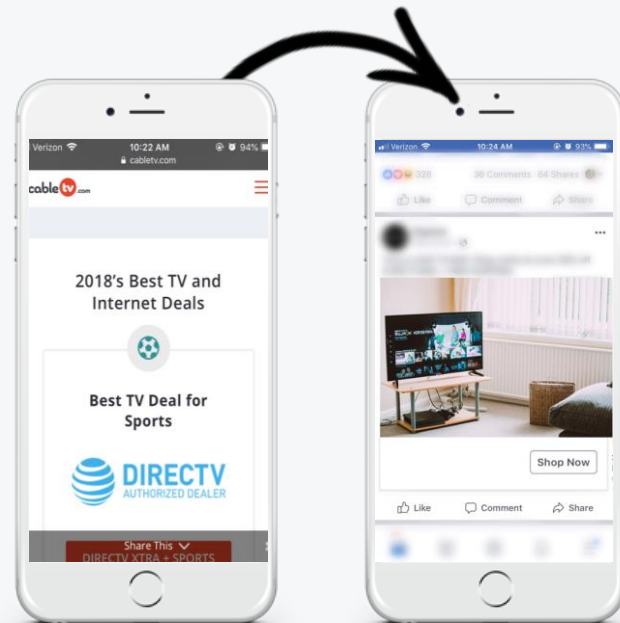
ORDER RATE
BENCHMARK

1.52%

ORDER RATE
ACHIEVED

47.5%

EXCEEDED CLIENT
BENCHMARK



Advanced Contextual discovered audiences reading relevant content across the open web.

Advanced Contextual custom audiences exported to Facebook where client targeted for social campaigns.