



Using Purchase Consideration to Optimize Online Ad Campaigns

CHALLENGE

A major manufacturer in the health-and-beauty (HB) space was launching a series of online ads to support its newest personal care

ak product. To gain maximum value from its campaign spend, the advertiser asked Aggregate Knowledge to optimize the particular creative that a consumer would see – identifying not just the best placement for an ad, but also the best creative execution for convincing a particular consumer.

Solution

Aggregate Knowledge collaborated with KN Dimestore – the only online digital ad measurement provider that could meet its client's request. KN Dimestore designed a survey that measured the purchase consideration of the respondent (likelihood to purchase) and fired an Aggregate Knowledge pixel for all users who expressed that they were either “very likely” or “somewhat likely” to purchase.

Based on the collected answers from all KN Dimestore survey takers, Aggregate Knowledge was able to optimize the campaign and creatives not only on CTR, but also on Purchase Consideration. AK began serving creatives with higher Purchase Consideration scores more often and eliminated ads with lower scores.

OUTCOME

As a result of the program, the agency was able to identify some clear winners and losers in the creative – the best creatives had statistically higher purchase consideration scores than the worst creatives. Changing background colors, for example, resulted in significant differences in consideration. In one case, a background color was 39% more

effective than the overall campaign. In addition, simple changes to the copy resulted in a change of >5%.

Attaching the surveys increased the interaction rate with the campaign almost fourfold. Survey participation rates were about 4 times a typical CTR for 300x250 creatives; and 70% of people who started the survey completed all six survey questions without incentives – leading to a wealth of data for the advertiser. (As expected, results for 728x90 were lower, but interaction rate was still twice as high compared to a creative without survey.)

To learn how KN Dimestore can optimize your campaign and creatives, email kndsales@knowledgenetworks.com

THREE LEVELS OF OPTIMIZATION

- ✓ Serve optimum ad to individual consumer
- ✓ Serve best-performing ads more often
- ✓ Optimize next campaign on “post” analysis