

CHALLENGE

The publisher was successfully driving site visits from their CRM database, but was struggling to scale their audience. The marketing team was challenged by management to drive scaled, profitable growth to help capitalize on this vital profit center. Paid channels, including search, display, and social proved difficult to scale efficiently, so the team turned to AdQuire media to help acquire new consumer information. Key initiatives included:

1. Scaling campaigns to hundreds of thousands of prospects per month
2. Maintaining database performance metrics over the short and long term
3. Increase the number of regular website visitors and help drive increased ad revenue

SOLUTION

The AdQuire team leveraged their proprietary ad platform to create a series of campaigns that:

- Helped the publisher acquire first-party data
- Resolved prospect identity across all marketing platforms
- Facilitated exponential CRM growth

With prospect identity resolved, the client was able to target individuals at the right time on the right device, which increased ad engagement and created the optimum environment to scale audience acquisition.

RESULTS

AdQuire's opt-in campaign exceeded client's past performance benchmarks for engagement & created a significant lift in incremental ad inventory.

The campaign also drove a significant lift in website visitation, as demonstrated by the client's analytics account.



Lifestyle Publisher

A niche lifestyle publisher was looking to reach key audiences to drive growth in their CRM database and build audiences that they could activate across the digital ecosystem to create incremental ad inventory and revenue.

160k

Targeted individual opt-ins during the initial program.