



[x+1] Case Study

What is the Value of an Impression?

Industry

Personal Services (Online)

Challenge

Increase site conversion rates through targeted online display ads.

A leader in the online dating industry approached [x+1] to help them improve site conversion rates through targeted online display advertising. The company wanted to learn the value of an impression and the extent to which it influenced conversion. Understanding the value of an impression enables more effective media planning and more accurate measurement of campaign effectiveness. The challenge was to ensure that the right customer was viewing the right ad in order to optimize user behavior and drive them to subscribe.

Test

Segment users into two groups to determine impact of online display ad on user behavior.

To fully understand the efficacy of online display advertising and measuring the value of an impression (or view-through), [x+1] developed a structured test that 'gated' users into two groups: an exposed cell (those exposed to display ads) and a non-exposed cell (those not exposed). The test also measured the results of targeted users being exposed/not exposed to display advertising.

Execution

[x+1]'s sophisticated optimization and audience screening technology made it possible to segment the user base and then to serve, or not serve, ads to each user. This made it possible to then gauge the impact of the ad on user behavior.

Measures and Results

Exposure to display advertising generated significant lift over the non-exposed control group. Exposure to an ad resulted in a 20% lift over the control group. Targeting the best incremental responders produced strong results generating over 70% lift for exposed vs. non-exposed cells. As a result, new segments were identified and new media opportunities presented. Combining targeting of best incremental responders with campaign exposure caps generated 126% lift for the exposed vs. non-exposed cells and identified new site-side opportunities available.

Additionally, [x+1] was able to provide the company with valuable, defined audience profiles for different types of responders which helped them better understand their customers' behavior.

These dramatic results are the benchmarks from which the company will plan their future online advertising efforts and measure results against.



ABOUT [x+1] INC.

New York-based [x+1] (www.xplusone.com) provides a continuous optimization solution that equips online marketers with real-time, automated decision making that lifts ad and site conversion rates. This simplifies their online marketing and achieves greater return on their overall marketing investment.

[x+1]'s market-leading solutions, *site+1* and *media+1*, empower marketers with instant insights derived from complex data. These solutions are powered by our groundbreaking technology: the Progressive Optimization Engine™ (POE). Leading companies in financial services, telecommunications, on-line services, and automotive industries have significantly increased message accuracy, customer response and ROI with [x+1].

To find out more please contact us at:



470 Park Avenue South, 7N
New York, NY 10016
Phone: 212.741.4222
Fax: 212.741.4224
xplusone.com