

## Other Similar Projects

**Success story | Native Advertising**

### Research & Ranking - an equity market research firm exceeds growth goals

How leveraging first party data & Verizon Media's proprietary data increased efficiency and performance

**At a glance**

**Key objectives**

Drive quality leads while maintaining the CPL benchmark with a 2% lead-to-conversion rate.

**Solution**

Leveraged Verizon Media's proprietary data along with first party data to maximize user discovery and conversions.

**Results**

Overall campaign lead goal was achieved with a substantial decrease in lead cost and high lead-to-conversion rate.

**How it was achieved**

- Optimized the campaign by targeting appropriate audiences. We created specific audience buckets using Verizon Media's first party proprietary data and Advertiser data to achieve higher and relevant reach.
- Structured the campaigns with differentiated audience targeting at the campaign level. This helped in powering 25% additional leads.
- A combination of all optimization & landing page optimization in terms of compelling messaging helped drive quality conversions. Customized Communication in Mail Ads & Social ads helped drive quality conversions.

**Performance Results**

**141%** **37%** **3.1%**

SOB in leads from March to April 2020

Decrease in CPL

Lead-to-Conversion Rate

**Advertiser testimonial**

"Verizon Media Native Platform's Performance Marketing Capabilities have helped improve our Lead to Closure Percentage Significantly. The native targeting capabilities has given us the opportunity to reach out to a targeted customer base that is ready to invest. With a tight control over their inquiry sources and marketing spend, Verizon Media's Native continues to play an integral part in our performance marketing strategy."

- Rajesh Lulla  
Performance Marketing Lead  
Research and Ranking

verizon media

For the client [researchandraking.com](https://researchandraking.com)

**Methodology:**

1. Drive awareness, through native ads.
2. Separate campaigns to target custom segments of audiences depending on the level of the module, i.e. Beginner, Intermediate, Expert.
3. Pixel tag used to create conversion rules to retarget users to complete the investor education journey.

**Objectives**

Engage and educate on investment planning

**Results:**

- 30% higher CTR through VM native as compared to other display channels.
- 45% higher dwell time on the website as compared to other display channels.

**30% Higher CTR**

**45% Higher Dwell Time**

verizon

For Client DSP Mutual Funds

# Madhya Pradesh Tourism Digital Campaign with Verizon Media

Description	Challenges	Solutions	Success Story	My Contribution
<ul style="list-style-type: none"><li>• <b>Madhya Pradesh (MP)</b> is a state in central <a href="#">India</a>.</li><li>• <b>MP Tourism board in 2016-17</b> launch a new campaign promoting the state.</li></ul>	<ul style="list-style-type: none"><li>• Up against <b>Youtube and Facebook</b>, which had greater reach than us.</li><li>• Limited budget allocated to Digital Campaign</li><li>• Multiple <b>operational challenges</b></li></ul>	<ul style="list-style-type: none"><li>• Pitched <b>Unique Digital artwork</b> basis client's brief.</li><li>• Created <b>special section</b> on Yahoo.</li><li>• Onboarded with top digital art illustrator</li></ul>	<ul style="list-style-type: none"><li>• <b>Closed Deal worth ~ \$ 1,35,000</b></li><li>• <b>245 million ad impressions</b> across Yahoo</li><li>• <b>140% achievement</b> on committed clicks</li><li>• <b>110% achievement</b> on traffic goal</li></ul>	<ul style="list-style-type: none"><li>• I collaborated with content strategy team to come up with unique idea of original digital artwork for tourist destination</li><li>• <b>Negotiating the deal, forming a special team and ensuring complete campaign was successfully realized</b></li></ul>