

Case Study

Frozen Food Company Drives Upper-Funnel Awareness With Diamond Media Solutions

Overview

A frozen food company wanted to increase awareness of its healthy frozen meals and also introduce a new product line. It was looking for a new marketing agency to use a blend of targeting tactics with the goals of maximizing reach and achieving a high CTR. The company enlisted Diamond Media Solutions to utilize Geo-Fencing technology and other programmatic tactics to more precisely target its audience.



Solution

We developed a comprehensive strategy of Geo-Fencing, Search Retargeting, Category Contextual targeting, and Site Retargeting with display, video, and native ads. The team drew target fences around grocery stores that sold the company's products, and also created custom audiences to reach users searching for, and reading about, food-related topics. After campaign launch, we made mid-flight adjustments to improve the campaign's performance. These included optimizing keywords to find users who were more likely to click on the ads and setting up geo-specific campaigns to increase impression delivery in under-serving cities. Finally, the team ran an A/B test to determine which creative units were most successful.

Results

To date, Diamond Media Solutions has tripled the campaign goal with a CTR of 0.30% and provided detailed reporting at both the keyword-level and domain-level. The programmatic campaign has outperformed the advertiser's other marketing efforts, so the frozen food company continues to shift budget from its other vendors to Diamond Media Solutions.

