

TECH & APPS VERTICAL

Increased Conversions and Lower Cost Per Action after Implementing BrandBastion

A top disruptor in CNBC's Disruptor 50 companies valued at several billion dollars wanted a way to manage engagement on all their ads, as they ramped up advertising efforts. To do so, they turned to BrandBastion to manage all user comments, as well as receive 24/7 alerts for situations requiring attention. Comparing a two-month period in 2019 prior to implementing BrandBastion to a similar period after implementation, this disruptor observed improvements in terms of higher conversion rates and lower CPA.

Notes: Results are from observing similar campaigns with the retargeting objective in both time periods. There may be other factors that may affect results.

-26%

Cost Per Action*

Compared to period before implementing BrandBastion

*Action = Add to Cart

+19%

Conversions

Compared to period before implementing BrandBastion

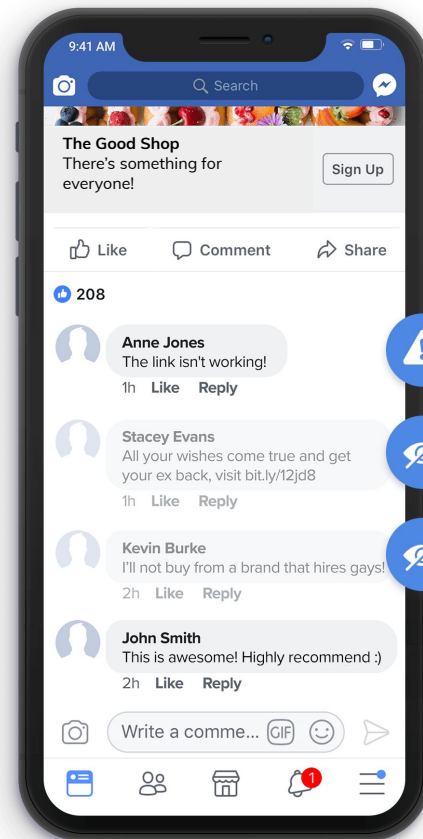


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