

National Newspaper Campaign

A Major National Newspaper tapped Audience Delivered to boost its online audience and increase its page views via AD's Facebook Ads Management platform. They were looking to add an additional 3 Million views in one week on a modest spend.

While their request seemed challenging to say the least, we immediately went to work identifying consumers whose behavior and interests are aligned with the content, and strategies that would have the most potential for success including lookalike audiences, custom audiences and remarketing. After developing creative and copy testing elements, the campaign was quickly deployed and aggressively optimized.

Our Results Over 7 Days:

- **5.4 Million Page Views / \$1.83 CPM**
- **3.9 Million Engagements/Actions**
(comments, likes, shares)
- **An average of 9 page views per click**
- **19% Increased Overall Traffic**
- **12.7% Click-Through Rate**

