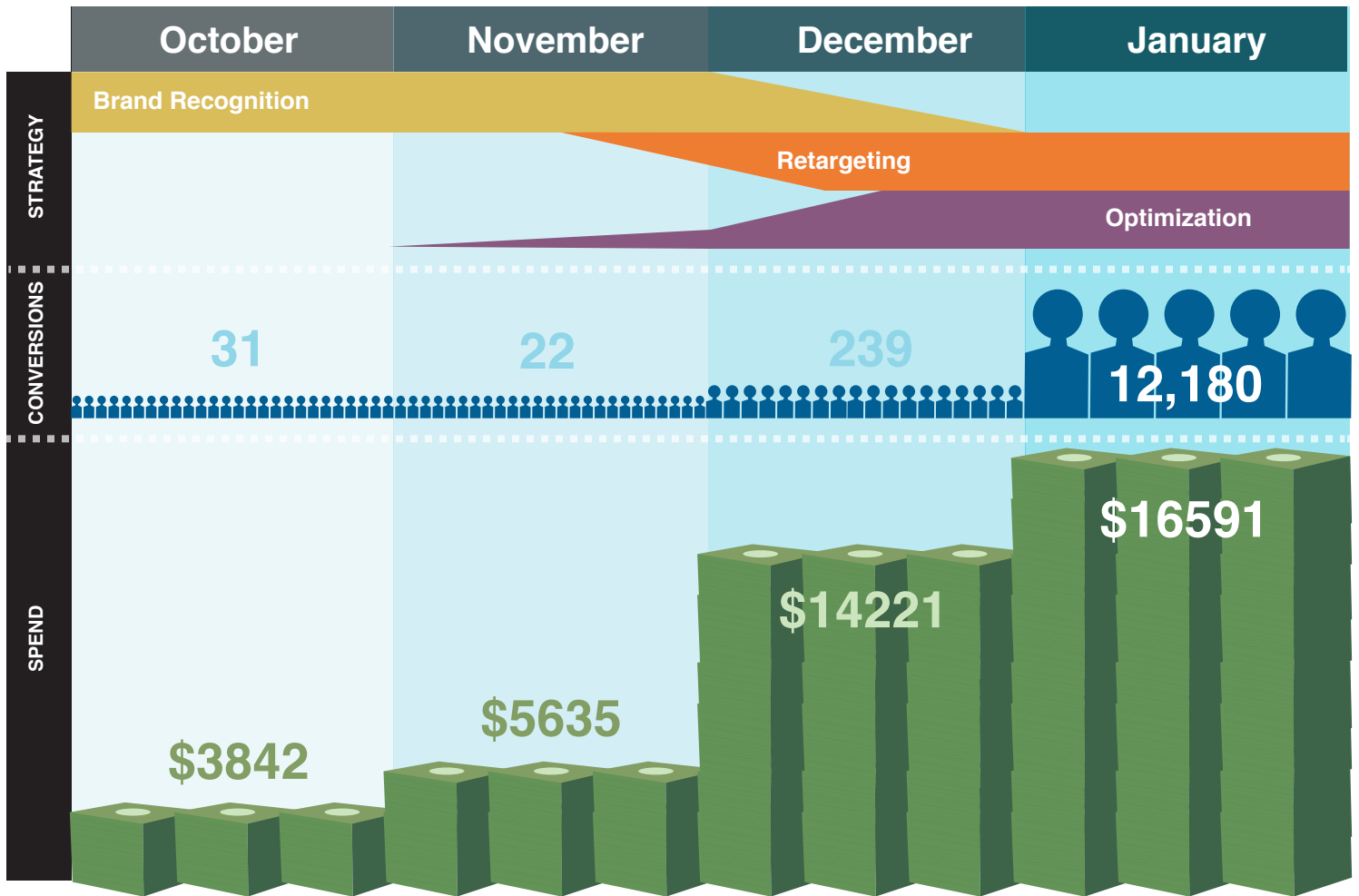


Tax Preparation Services



eCPA Goal : \$28

Adtegrity eCPA : \$3.21

This campaign ran for a full four months and was focused on bringing in new clients for a tax preparation service. The client set the eCPA target of \$28.

Adtegrity began with brand recognition over the first two months with no performance goals, instead our goal was to introduce or re-acquaint potential customers with the client. This branding effort also allowed Adtegrity to build a strong audience segment for later retargeting use. As retargeting and optimization ramped up, all efforts converged in January. The result was an excel-

lent eCPA and thousands of new customers for the client.

By building the brand and audience segment early, Adtegrity was able to ramp up at just the right moment for tax season.



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