

Internet Provider Connects Users With Next Level Solutions

Overview

A residential internet service provider was seeking to increase online signups for its home internet service. It entrusted Next Level Solutions to use unstructured data and variable recency to reach relevant users who were currently in the marketplace for a new ISP, as indicated by their online behavior. The goal was to drive website orders of the provider's home internet service with a Cost Per Action (CPA) of \$180.

Solution

Next Level Solutions determined that Search Retargeting and Keyword Contextual targeting would be the most effective targeting tactics to achieve the advertiser's goal. The keywords included a combination of a pre-existing list of ISP terms, competitor terms, and custom-researched terms. Next Level Solutions multivariate algorithms made mid-flight optimizations to decrease the CPA by increasing bids on keywords with low CPAs and decreasing bids on underperforming keywords.

Results

Through multiple tactics and optimizations, the Next Level Solutions team delivered a \$45.03 CPA over the course of one month. Third-party reporting verified this result, which featured a customer acquisition cost that was almost 75% less than the established goal.

Results

4X

Campaign Goal

\$45 CPA

Campaign Result

Category

Internet Provider