

Case Study:

Health-Minded Partal Achieves 73% Conversion Rate

Challenge:

A Fortune 100 Consumer Packaged Goods manufacturer challenged Response Media to grow the database of members to their healthy food products "cohort" site for healthy food products. Brands promote multiple products to site members by providing helpful information, like recipes and information on well-being and nutrition. Recognizing the potential power of the Internet in attracting and acquiring health-conscious consumers, the CPG retained RM to do a test program of our online acquisition solution.

Solution:

Response Media utilized a strategic mix of media tactics like co-registration, targeted display media, geo/behavioral targeting, contextual targeting and in line text in relevant articles. RM tested and optimize creative units designed to meet the needs of different consumer groups based on consumer engagement and conversion metrics..

Results:

- The program was successful in not only generating leads, but in converting those leads to members at a 73% rate.
- RM developed a Cumulative Value Score for every user, based on email opens, click-thrus to site, click-to-video and user registrations. Going forward, every campaign can be planned and optimized around the client's critical performance indicators.
- Product samples were uniformly distributed during the launch window

Expertise Provided:

- customer conversion
- analytics and insights
- online media optimization
- customer targeting



R E S P O N S E M E D I A

www.ResponseMedia.com
ph: 770.451.5478