

PRIVATE JET COMPANY LANDS LOW CPA

CHALLENGE

A private jet service was looking to build brand awareness among their target audience and drive online conversions at a low CPA. They enlisted the help of Insane Digital to more precisely target their audience, drive web traffic, and improve their overall advertising performance with a campaign optimized for a low CPA.

SOLUTION

Our team developed a comprehensive strategy based on the search retargeting tactic with relevant keywords. With quick learning from the campaign launch, Insane Digital and our multivariate algorithms worked to enhance the campaign midflight by optimizing keywords to improve CPA, blacklisting irrelevant and poorly performing domains, implementing frequency capping to maximize budget, and introducing frequency capping to ensure timely and relevant delivery of ads.

RESULTS

Through multiple tactics and post-launch optimizations, we were able to deliver a CPA of \$1,400 over the 14-month campaign.

\$1,400

CAMPAIGN CPA

**CATEGORY
TRAVEL**

**CAMPAIGN LENGTH
14 MONTHS**

**CAMPAIGN TYPE
SEARCH**