



Case Study: Manufacturing

Digital campaign optimization gives major manufacturer better visibility, improved reach and results

Our deep expertise in optimizing ad campaigns enabled our client to help its customer target and reach more buyers efficiently to increase sales while cutting costs.

The manufacturer had to ensure it was receiving optimal returns on investment across digital campaigns. But the manufacturer and its agency partners were struggling to gain visibility into whether they were reaching the right buyers. Other goals for the manufacturer included launching new campaigns quickly, as well as reaching more unique online segments and increasing engagement with them while improving view-through rates and reducing cost per acquisition (CPA).

At a glance

Our client wanted better returns on and visibility into the results of digital ad campaigns it supported for a manufacturing customer. Cognizant optimized an existing campaign using our deep understanding of platform variables and analytics to improve campaign effectiveness while reducing costs.

Outcomes

- Reduced CPA by 70% in three weeks.
- Improved user acquisition by 30% in two weeks.
- Provided the manufacturer with the flexibility to increase ad investment by 40% against effective targets.

Greater visibility into campaign metrics enables effective campaign ROI

Rewarding top performers

Aligning budget with best sites and most relevant audiences optimizes results.

Frequent monitoring reduces costs while improving user acquisition

Our team worked on the manufacturing campaign to understand the goals for the overall ad spend, reviewed all campaign components and identified performance gaps. In addition, we effectively impacted strategy by adding new target segments and testing creatives, and acquired third-party data to enhance reach.

During the optimization process, we refined targeting so the manufacturer would reach the most relevant audience. Then, our team monitored ad pacing daily to ensure full delivery of the campaign. Through constant monitoring and leveraging data from reports pulled, we created better visibility into viewability metrics to help fine-tune ad placement and costs. We also optimized bids for the manufacturer, shifting the budget toward top performing tactics and sites across geographic regions. After analyzing the initial results of the campaign, we incorporated additional relevant audiences to the mix. Enabling safety parameters and filters and our proactive monitoring helped safeguard the manufacturer's brand throughout the campaign.

- Over 30 workflows and over 50 innovation ideas were implemented, including reductions in time to task and a rapidly iterated hateful conduct policy.
- The quality assurance score reached 96%—well above SLAs and targets.
- Improved SLA for critical queues from 48 hours to 30 minutes.

Through these efforts, our client was able to reduce CPA by 70% in three weeks and improve new user acquisition by 30% in two weeks for the manufacturer. The savings gave its manufacturing customer greater flexibility to increase its budget by 40% for additional placements on highly effective sites.

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).

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