

NATIONAL SALAD DRESSING BRAND

“Clinks were so easy to use and we started seeing immediate benefit. Over the life of the campaign, our Clinks audiences proved to be our best-performing, with significantly increased interaction rates and decreased media costs.” ~Client, National Salad Dressing Brand

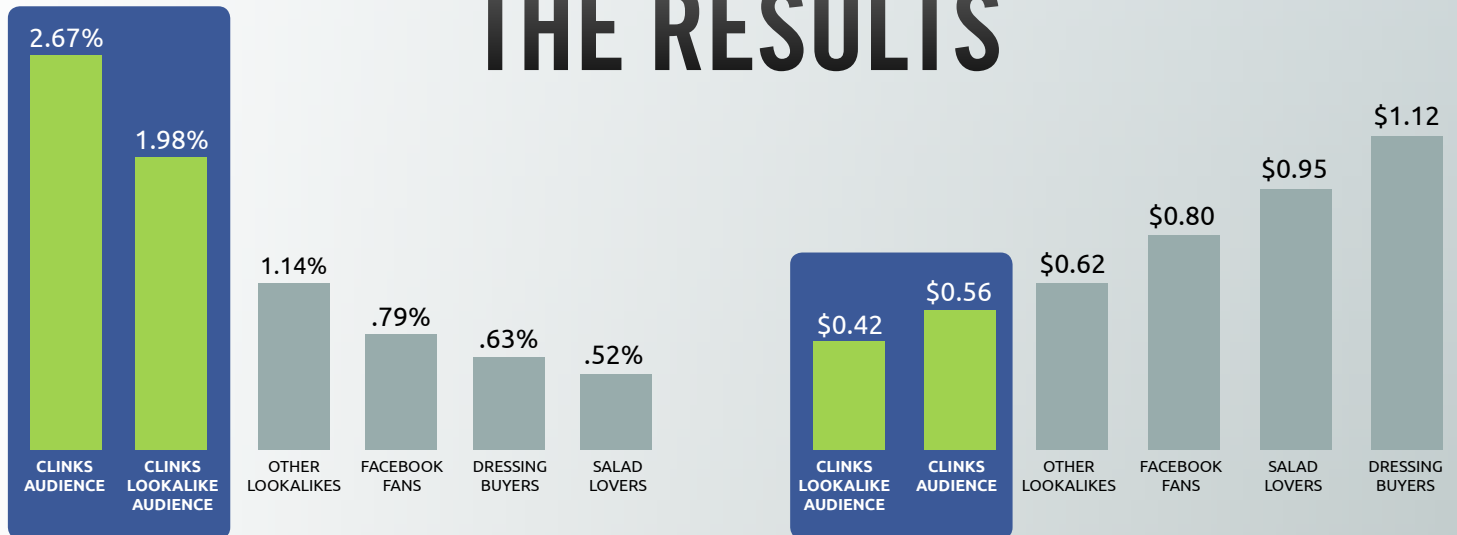
THE CHALLENGE

A leading salad dressing brand was using a successful combination of paid and organic marketing to build their brand consideration. Retargeting their website visitors was a key tactic for building qualified ad audiences, as was their email list. 60% of their marketing linked to external content though, and while valuable for brand awareness, that traffic wasn't going to their site, and wasn't being captured as a retargeting audience.

THE SOLUTION

Using Clinks, in minutes a week, the salad dressing brand was able to capture all of their traffic that went to external or third party sites into their existing retargeting audiences. The Clinks audiences proved to be the best performing to date by a wide margin, with more than 150% increase in CTR and 34% decrease in CPC compared to the next best-performing audience.

THE RESULTS



150%
INCREASE IN
CLICK-THROUGH RATE



34%
DECREASE IN
COST-PER-CLICK