# LOTAME'S AUDIENCE OPTIMIZER HELPED DIGITAL MARKETING AGENCY RISE INTERACTIVE INCREASE CONVERSIONS 80% AND DECREASE CPA 44%

CPA 44%

80% CONVERSION

## OBJECTIVE

Rise Interactive was looking to increase conversions and product revenue for a well-known, global designer and manufacturer of high-quality, contemporary jewelry via a targeted display campaign at a low CPA.

## STRATEGY

In order to drive sales, Rise Interactive leveraged Lotame Audience Optimizer to prospect new customers that behaved similarly to the client's existing converters. By using Audience Optimizer throughout the two month campaign, Rise was able to create a lookalike model based off of a pool of existing converters, use Audience Optimizer's machine learning to identify the audiences most likely to purchase, and automatically optimize the campaign daily to target only those most likely to convert.

## RESULTS

By employing Lotame Audience Optimizer, Rise Interactive was able to decrease their cost per acquisition by 44% (in comparison to other audience targeting mechanisms) while increasing conversions by 80%. A huge differentiator the client benefited from is the audience segmentation tool available which allows selective targeting of the top 1%, 5%, and 10% of those look-alike users in order to reach the most likely converters. The client saw Audience Optimizer acting as one of the best performing prospecting tactics of those tried.