netsertive®

CALL US AT
(800) 940-4351

Netsertive **Improves Ad & Budget Efficiencies** Compared to Another Provider

The Problem

Digital marketing has evolved to be more complex and noisier than ever. Even with all the data available to advertisers, it can be difficult to evaluate the success of digital marketing programs.

Netsertive performed an analysis of advertising campaign performance for a national retailer that had switched to another provider.

	Netsertive	Other Provider	Comparison
Digital Marketing Spend (Search)	$21,167	$44,625	111% increase
Impressions	1,295,790	221,963	83% decrease
CPM	$16.33	$201.04	1,131% increase
Clicks	24,934	24,149	3% decrease
Cost Per Click	$0.85	$1.85	118% increase
Cost Per Click (Incuding mgmt fee)	$1.21	$1.85	53% increase
Website Visitors (Non-Unique)	31,577	18,684	41% decrease
E-Commerce Revenue	$47,662	$12,791	73% decrease
E-Commerce Transactions	64	33	48% decrease
Return on Ad Spend (ROAS)	225%	29%	67% decrease

Who We Are

Netsertive is a marketing technology company that enables brands, publishers, and local businesses to reach customers online, at scale. Netsertive's platform and services coordinate messaging, brand experience, and performance across all digital channels to drive awareness, consideration, and sales.

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When comparing dollar to dollar, the customer ***paid 4x more for every transaction*** by working with another provider than when working with Netsertive.

	Netsertive	Other Provider
Media Spend	$1	$1
Management Fee	$0.30	$0
Digital Marketing Spend (Search)	$0.70	$1
Transaction Cost	$330	$1,352
E-Commerce Revenue	$2.25	$0.28

The Bottomline

Analyzing the success of a digital marketing campaign isn't just about campaign performance, but also the opportunity cost of those marketing dollars. Investment in Netsertive's SmartTarget technology, which uses network intelligence to optimize spend across placements and keywords, allowed Netsertive to use only 1% of ad spend on irrelevant traffic, while another provider used 31% of their ad spend on irrelevant traffic.

Improving the efficiency of ad spend trickled down to an improvement in the overall performance of the campaign as well, resulting in a 44% decrease in cost-per-click, 17% increase of users to their website, and $36,278 in additional attributed revenue.

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