

How an Agency Client Drove 800+ Site Visits with SmartBid with CPC under \$6

THE CHALLENGE

A salsa brand partnered with a marketing & advertising agency client to convert audiences into site visitors across four key markets (California, Florida, New York, and Texas) while maintaining a max cost-per-click (CPC) target of \$6.50.

THE SOLUTION

Smarter Campaign Pacing with AI

By enabling SmartBid from the start, the client maintained steady campaign pacing, staying below their client's target CPC, while driving website traffic via display and native ads across all devices.

Precision Audience Targeting

The agency client leveraged Basis' audience targeting tools to effectively reach the right consumers, driving strong CPCs and site visits.

Flexibility and Transparency at the Core

With Basis' flexible working models, the client streamlined their programmatic execution in one platform, including consolidating a third-party point-solution for reporting needs.

Raving Fans Support

Basis enabled the client to deliver high-quality work with hands-on support, campaign troubleshooting, and GTM activation, quickly mobilizing extra resources to resolve external issues with fast turnaround.

ABOUT THE CLIENT

This agency client is a full-service marketing and advertising firm specializing in innovative strategies that help brands connect with their audiences. Through collaboration and data-driven solutions, they drive measurable results for their clients.

Industry:
Marketing & Advertising

Company Size:
1 – 50 employees

Key Goals:
Conversions, Media Spend Efficiency,
Website Traffic

Location(s):
USA

THE RESULTS

\$5.93

average CPC, surpassing
client's set KPI of \$6.50 CPC

820+

site visits

0.09%

click-through-rate

