



## Artbook/Photobook

### Client Overview

For this Artbook/Photobook client specifically, they were looking to increase their website visitors by 40,000 users ahead of Black Friday.

By analyzing trends from past months and leveraging 1st party data, we were able to exceed the client's expectations and continue a strong partnership together.



### Campaign Results

37,910

Clicks

6,436,190

Impressions

\$0.40

Avg. CPC

0.59%

CTR

Considering seasonal market conditions, we increased website users during slower months to take advantage of the larger audience list size during busier periods (i.e. Back-to-School, Valentine's Day, Holidays). We also worked directly with the client to establish a customer profile which included organized lookalike audiences, specific ad schedules, location targeting and detailed demographics

Our daily optimizations and account management led to an increase in site traffic by 40,000 new users, just in time for Black Friday.