

Subscription Campaign

A nationally recognized publisher wants to increase digital subscriptions.

OVERVIEW

- A nationally recognized publisher across 19 US cities wanted to increase digital subscriptions across their markets. They called the Basis managed services team and their expertise in the programmatic arena to compliment what their in-house search and social specialists were executing.
- The campaign started with a one-month trial in one market and quickly grew to encapsulate all their publications.
- Campaign is live and in its 28th month. The budget is over \$1.4M.

GOAL

- The goal for this campaign was to drive consideration of the newspaper properties and ultimately garner new digital subscriptions. The client had a goal eCPA of \$40 which we achieved overall and 9 of the 12 months last year.

CHALLENGE

- The goal was to drive new subscriptions, so we wanted to ensure we were not retargeting to existing subscribers. The campaign was able to exclude the converted audience to ensure we were not advertising to current subscribers. In the future we plan to work with CRM lists to exclude complete subscriber lists.

Campaign Approach



RETARGETING



CONTEXTUAL



NATIVE & RON



AUDIENCE

RESULTS

● **\$34**
eCPA

● **35K**
Subscriptions

● **321M**
Impressions

● **164K**
Clicks