

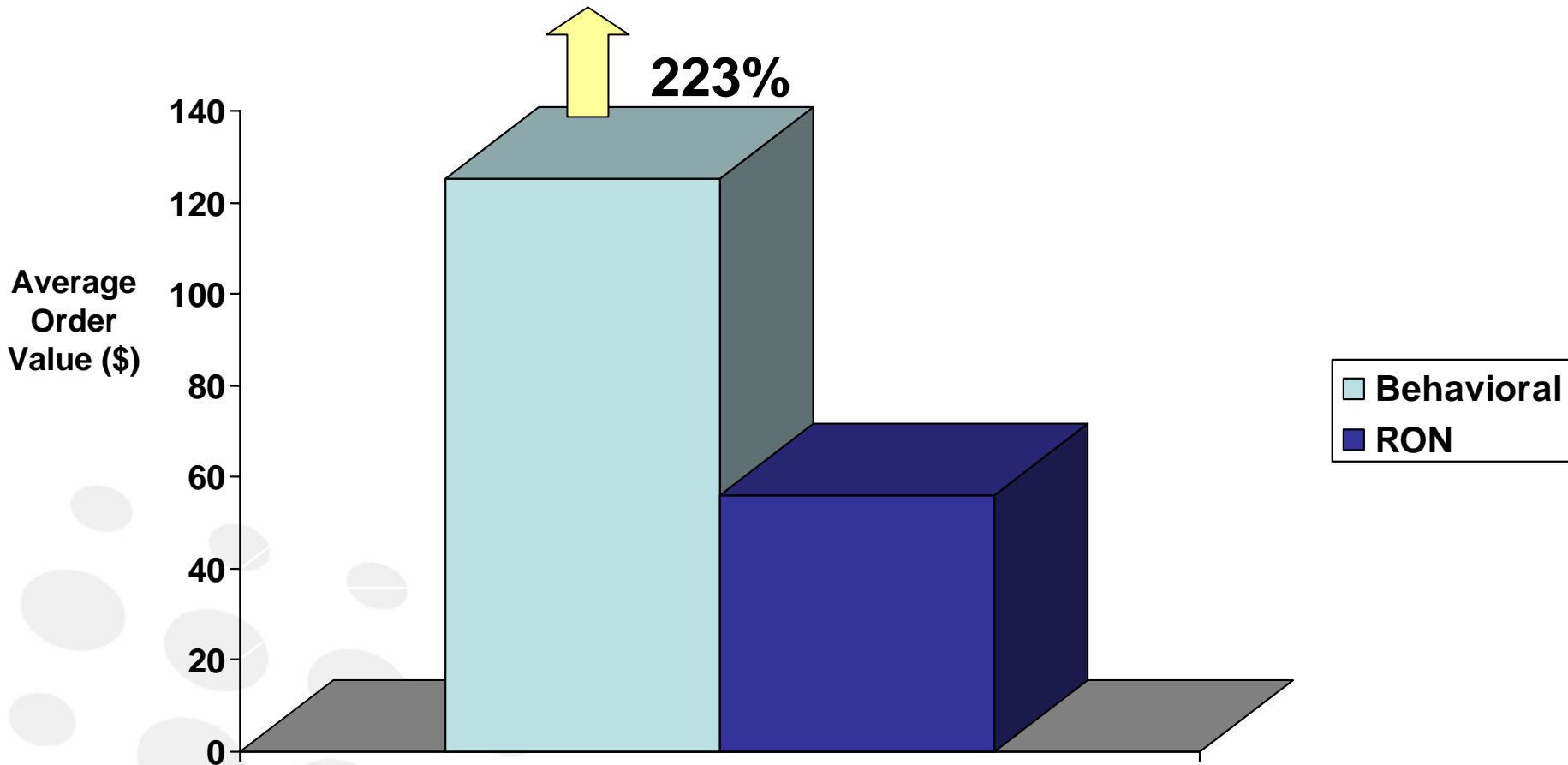
# Post Campaign Analysis

Large Consumer Electronics Client

# Client Campaign Overview

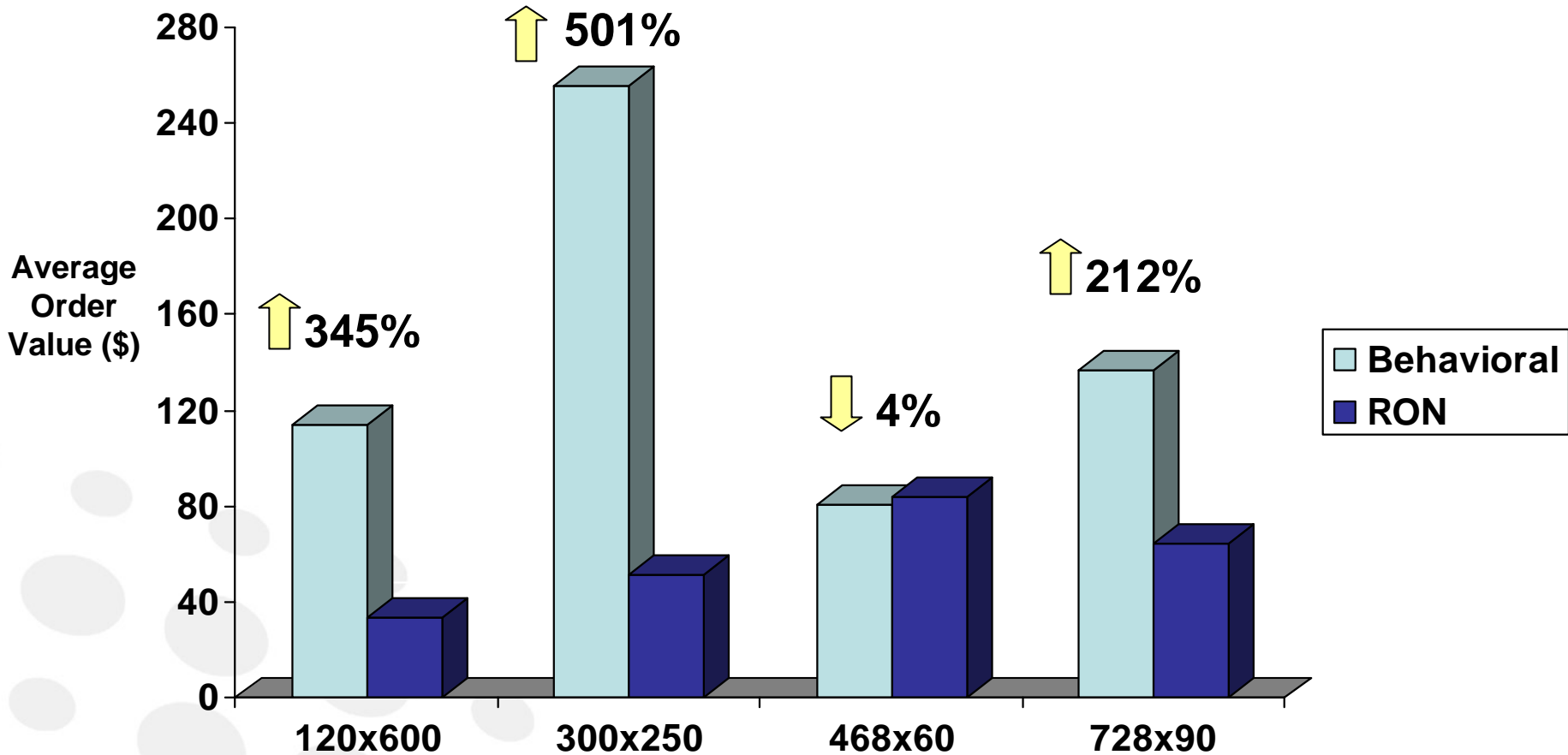
- Campaign Objective:
  - Drive online sales
- Target:
  - People shopping for consumer electronics online

# Behavioral vs. RON Average Order Value



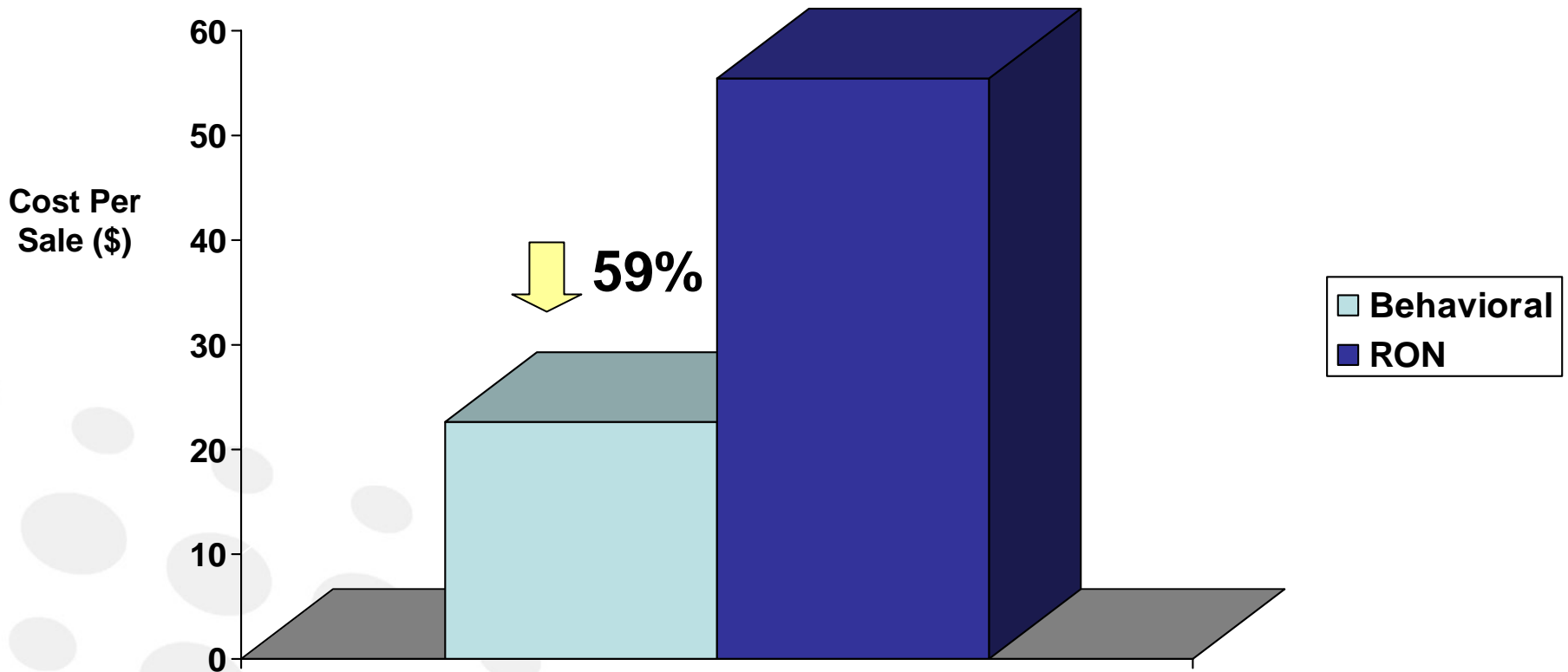
Client's behavioral campaign resulted in a **223% higher average order value** than the RON campaign

# Behavioral vs. RON Ave. Order Value by Creative Size



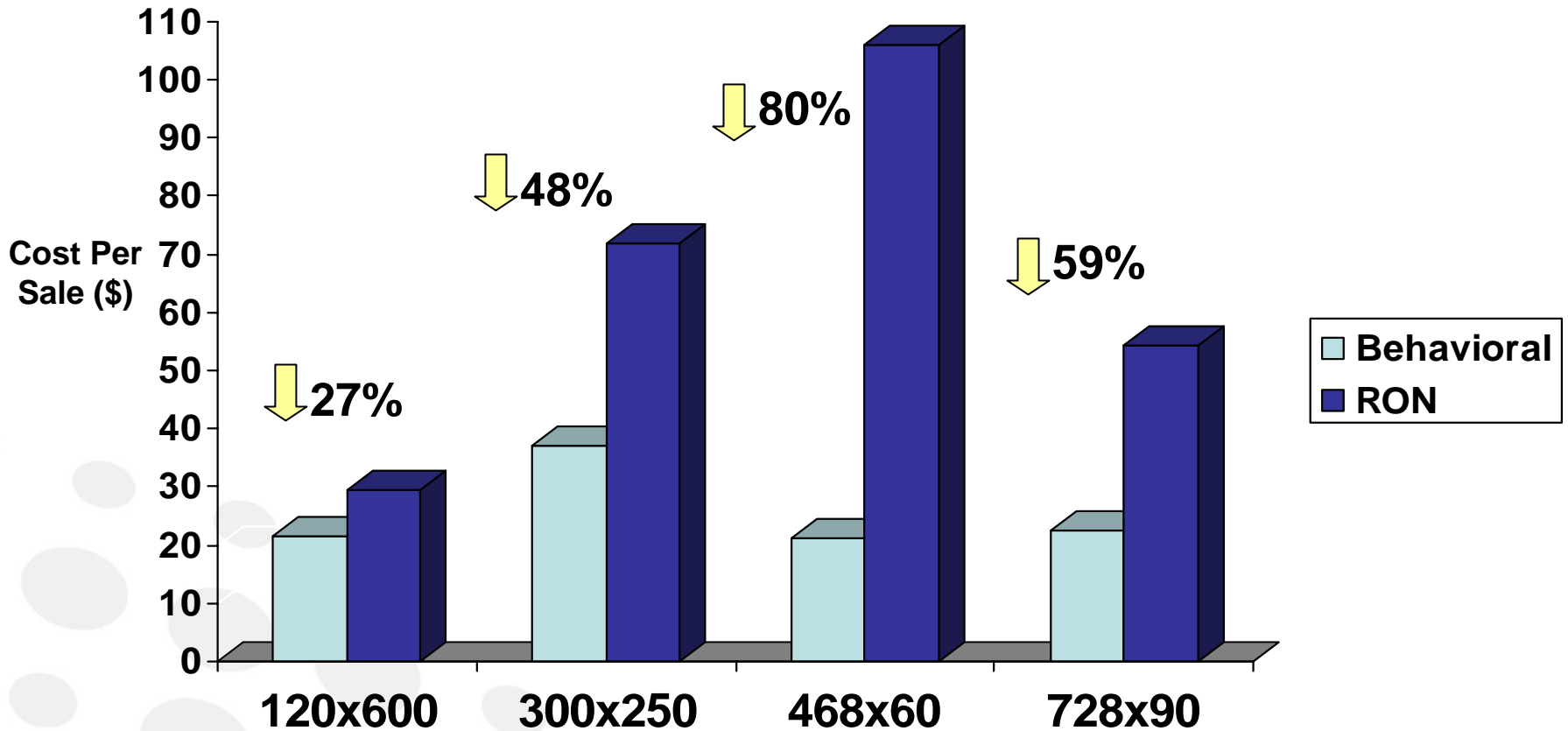
Client's behavioral campaign resulted in **higher average order values** for most of the creative sizes than the RON campaign

# Behavioral vs. RON Cost per Sale



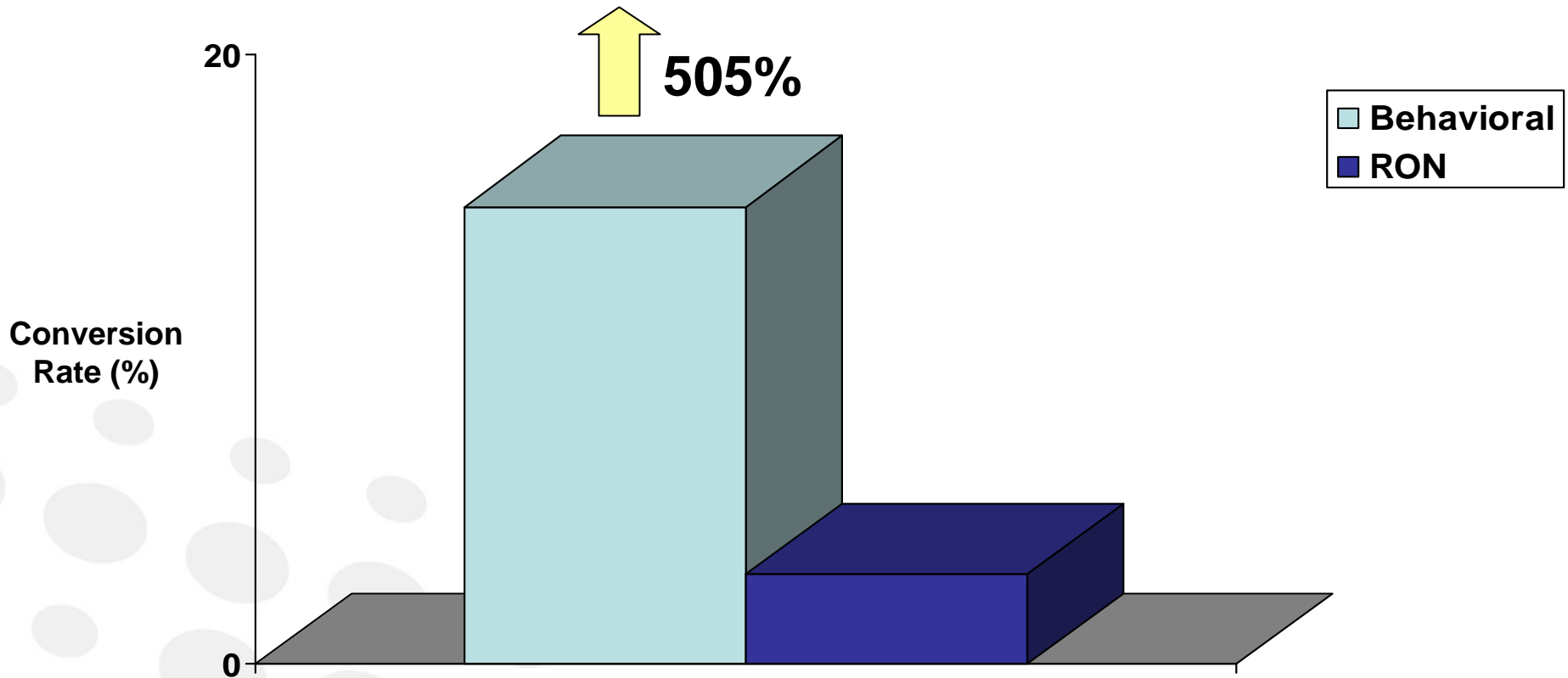
Client's behavioral campaign resulted in a **59% lower cost per sale** than the RON campaign

# Behavioral vs. RON Cost per Sale by Creative Size



Client's behavioral campaign resulted in **lower cost per sales** than the RON campaign for all ad sizes

# Behavioral vs. RON Conversion Rate



Client's behavioral campaign resulted in a **505% higher conversion rate** than the RON campaign

# Behavioral vs. RON Campaign

Campaign	Media Spend	Cost per Visit	Cost per Sale	Average Order Value	Conversion Rate
<b><i>Behavioral</i></b>	\$54,303.70	\$.72	\$22.61	\$125.30	15.00%
<b><i>RON</i></b>	\$90.696.29	\$.98	\$55.47	\$56.15	2.97%

ValueClick Media's behavioral campaign resulted in a

- ***Lower Cost per Visit***
- ***Lower Cost per Sale***
- ***Higher Average Order Value***
- ***Higher Conversion Rate***

# Typical Client Recommendation

- Allocate money towards behavioral targeting and achieve:
  - Lower cost per visit
  - Lower cost per sale
  - Higher average order value
  - Higher conversion rate
- Place re-targeting pixel early and keep it there:
  - This will allow for a bigger base to serve ads to for the behavioral re-targeting portion of the plan
- Keep an RON component to the campaign so ValueClick Media is able to optimize to the channels and sites that are performing best

# Contact Information

<http://www.valueclickmedia.com>

877.825.8323

Los Angeles (Headquarters)  
30699 Russell Ranch Rd., Ste. 250  
Westlake Village, CA 91362  
818.575.4500

Santa Barbara  
360 Olive St.  
Santa Barbara, CA 93101  
805.568.5334

New York  
150 E. 52nd St., 14th Floor  
New York, NY 10022  
212.471.9600

Chicago  
30 S. Wacker Dr., Ste. 2200  
Chicago, IL 60606  
312.466.7512

San Francisco  
177 Steuart St., 6th Floor  
San Francisco, CA 94105  
415.293.1800

Westwood  
10960 Wilshire Blvd., Ste. 940  
Westwood, CA 90024  
805.568.5334