

Driving Results in Energy

CASE STUDY

An energy provider partnered with Postmedia to enhance brand awareness, website engagement, and conversions for its natural gas plans. The campaign's objective was to attract new customers through high-impact, targeted digital ads that drove significant engagement and conversions.



STRATEGY

Postmedia implemented a dual-campaign strategy, emphasizing high-impact advertising to increase visibility and drive actionable results.

High-Impact Advertising

- **Interscroller Campaign:** Engaging ads designed to maximize visibility, leading to higher click-through rates and capturing audience attention effectively.

Other Key Solutions

- **Programmatic Campaign:** Precision-targeted site visitors and look-alike audiences to raise awareness and encourage specific actions, such as page views and purchases.

RESULTS

The high-impact campaign drove 15 million impressions and 7.7K clicks, with a CTR matching industry benchmarks. Interscroller ads exceeded expectations with a 0.68% CTR. Over 97K conversions were achieved, with 11% classified as "hard" conversions, surpassing benchmark. The campaign delivered 438 purchase conversions at an efficient CPA of \$88.91, highlighting its success in driving engagement and conversions within budget.

+15M

DIGITAL IMPRESSIONS

7.7K

TOTAL CLICKS

*Overall CTR of 0.06%
*Aligns with benchmark CTR of 0.05%-0.1%

0.68%

INTERSCROLLER CTR

*Benchmark 0.3%-0.6%

+97K

CONVERSIONS

*Over 11% classified as "hard" conversions
*Benchmark 5%-10%

438

PURCHASE CONVERSION

*Average CPA \$88.91
*Benchmark \$50-\$100