



DIGITAL

A Harte Hanks Company

ScoreBig Account Transition to 3Q Management

24% Increase in Conversion Rate, 21% Decrease in
Cost Per Acquisition, 8% Increase in Purchases

CLIENT

ScoreBig, a ticket seller focused on providing savings to consumers for sports, concerts, theater, and other live events.

CHALLENGE

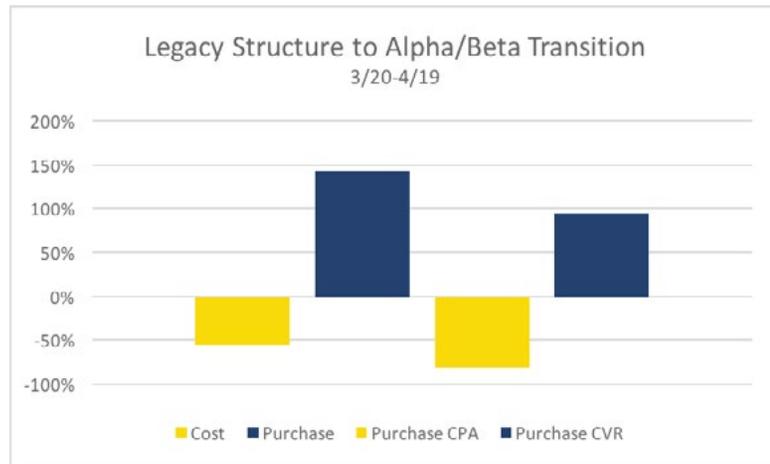
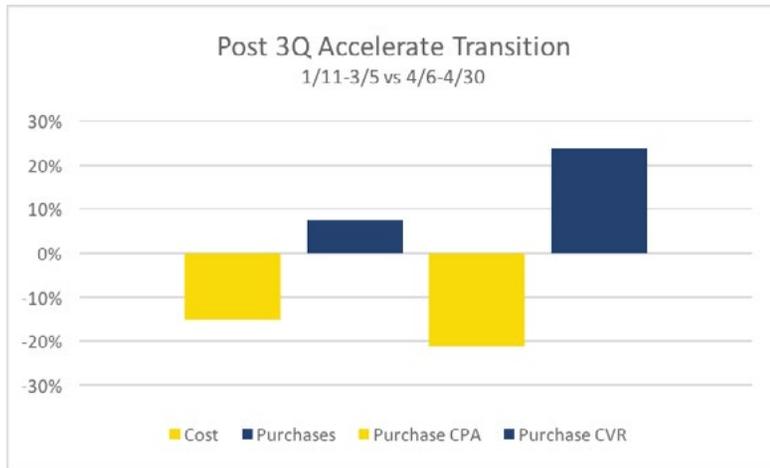
Restructure and optimize a newly inherited account to improve CPA while simultaneously increasing purchases.

SOLUTIONS

We re-structured legacy campaigns into our [proprietary Alpha-Beta structure](#) and performed general account maintenance/ optimization upon transitioning the client account to 3Q management. Details of the initiatives:

- 1. Alpha-Beta re-structure of legacy campaigns:** Our Alpha-Beta Account Structure allows better query matching and control over bidding to improve efficiency. With the re-structured campaigns, we were able to better focus on the messaging and bidding around top-performing keywords while reducing wasted spend on poorer performers. This strategy not only improved efficiency but allowed us to scale conversions while reducing costs and improving CPA.
- 2. Optimizations:** We focused on high-performing areas and targeting in order to increase conversion rates and drive more purchases at higher levels of efficiency.
 - Updated geo-analysis & targeting, mobile analysis & targeting.
 - General bid adjustments to drive traffic to high performers and reduce spend on historically poor performing keywords.
- 3. Reducing wasted spend:** We instituted negative keyword updating, with continuing scrubs to improve and maintain efficiency.

Results



PRE & POST TRANSITION: (1/11/2016-3/5/2016 VS 3/6/2016-4/30/2016)

After transitioning the account to 3Q management, CPA improved 21% while purchases increased 8% thanks to a 24% improvement in CVR. We managed to achieve this while also bringing down overall cost 15%.

ALPHA BETA VS LEGACY: (3/20/16-4/19/16)

When looking at a time period when both the legacy campaigns and some re-structured Alpha/Beta campaigns were running, we saw Alpha/Beta structured campaign performance coming in notably stronger than that of the legacy campaigns. While spending less, the Alpha/Beta campaigns brought in more than double the number of purchases as the legacy campaign at an 80% better CPA due to conversion rate in the Alpha/Beta campaigns being nearly double that of the legacy ones.





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