



B2B Company

Lowered CPA by 42% by Optimizing UAC
Campaigns to a Lower-Funnel Conversion Event

CLIENT

A company providing a marketplace for life coaches/advisors.

CHALLENGE

Bolster their app presence and improve efficiency of UAC campaigns. UAC was performing above CPA targets and did not have enough volume to optimize for their main conversion event directly.

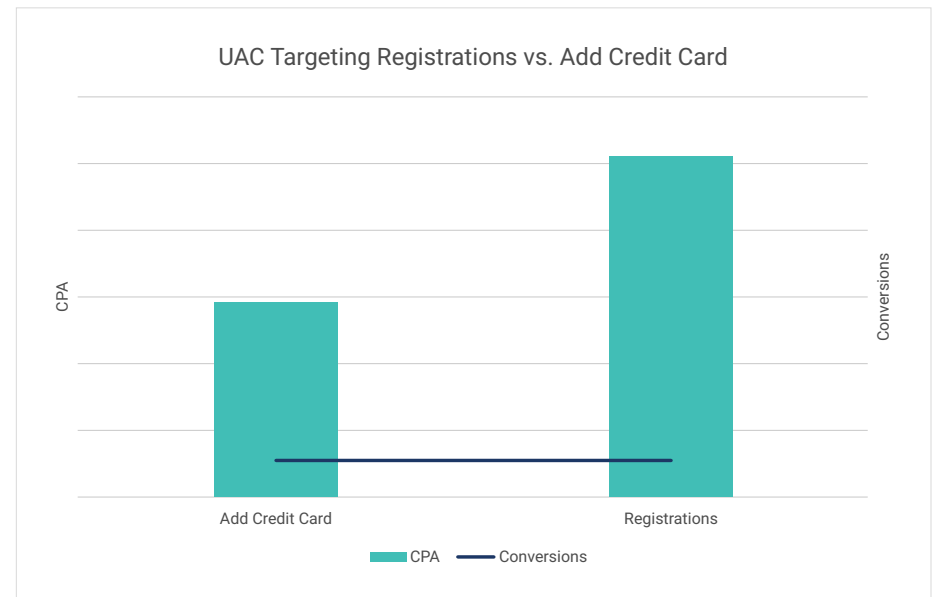
SOLUTION

By changing the key target criteria to a conversion event further down the funnel, UAC was much better able to optimize to their main KPI, improving efficiency and retaining volume.

RESULTS

We first ran UAC optimizing to an account-created metric and then tested a new campaign that optimized to adding a credit card, which is further into the conversion funnel and closer to the main KPI.

After switching to the new conversion event, UAC was able to optimize the traffic, focusing on higher-quality sources with higher conversion rates. As a result, CPA dropped by 42% while maintaining the same conversion volume.





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