

DSTILLERY + WOW!

Drove serviceable leads at 35% below goal



WOW!'S GOALS & OBJECTIVES

In early 2018, internet, cable, and phone provider, WOW! approached Dstillery to help drive new customer acquisition at an efficient cost per lead (CPL) for their residential products.

DSTILLERY STRATEGY AND SOLUTION

To help WOW! achieve their goals, Dstillery sought to reach customers who are moving and/or in-market to change service providers. Dstillery ran a Managed Services campaign with WOW! utilizing Dstillery's Act-Alike, Retargeting, and Crafted Audience solutions. After seeing strong results with the initial test, the monthly budget grew by 75%, which included the Residential business line and the addition of other lines of business such as WOW! For Business product, NuLink and Edge Out programs.

WOW!'S PERFORMANCE

To drive the most efficient CPA, Dstillery's Account Management team continuously monitored and optimized towards top performing creatives and audience segments. Dstillery's 1st party Act-Alike and Ranked Retargeting segments performed best and were 47% more efficient than Crafted in general. Additionally, a few of the Crafted Audience segments such as Techies, HDTV Researchers, Streaming Device Shoppers, and NFL Fans drove strong performance as well.

CAMPAIGN RESULTS & BUSINESS IMPACT

Dstillery was able to drive an extremely efficient campaign that remained well under the top line CPL set by WOW!. While the other lines of business have different goals, we've been able to drive efficiency and have exceeded goals by about 35% on average.