

Rideshare Giant

89.4% Decrease in Cost Per Acquisition

Overview:

Our client was launching a brand new business unit looking for a way to drive online visibility through social advertising, getting their service in front of people who coordinated transportation logistics for their organization.

Knowing Single Grain was a leader in the social advertising world, they decided to partner with us for



Campaign Results:

- **89.4% decrease in cost per acquisition** by utilizing targeted audiences and multivariate creative testing across social advertising platforms.
- Optimizing key audience segments allowed us to **scale campaign reach and conversion numbers** while establishing conversion and ROI goals.
- Provided new insights around target segments **uncovering new growth opportunities**.

Results with Single Grain



89.4%

89.4% decrease in CPA



32

32 ad variants tested



17

17 audience segments created

With Single Grain:

Single Grain started their partnership by determining the viability of digital by activating business audiences to promote the usage of our Clients services across digital channels.

Deeply immersing ourselves in customer data, we pinpointed who their best customers are, what they care about, and how we can capture more of them. Single Grain technicians then launched multiple campaigns using their Ideal Customer Profile.

We strategized segmented themes focused on their key B2B service offerings and tested 32 variants of ad creative and copy across 17 audience segments.

Single Grain then continued to micro-target audiences by cross-referencing data from key analytics platforms and our campaigns. We found additional audience segments, which lowered their cost per acquisition and scaled our campaign reach.

This meant high-quality user activation at high efficiency.

Future Scale

We have now moved into Phase 2 of our growth marketing efforts. After establishing core audiences and baseline goals, we're further optimizing our campaigns while expanding into new channels and additional audience testing.