

# The success story of MeasureOne with Programmatic



**Amidst the competitive landscape of B2B enterprises, MeasureOne stood out as a pioneer, offering advanced solutions for seamless access to online consumer data and document processing. Despite its innovative offerings, the challenge of acquiring clientele persisted**

## **INNOVATIVE SOLUTIONS, PERSISTENT CHALLENGES**

In response, our team developed a comprehensive programmatic channel strategy explicitly tailored to meet MeasureOne's unique needs. Recognizing the effectiveness of remarketing, we devised a dual-pronged approach aimed at re-engaging website visitors and driving conversions.

## **STRATEGIC TAILORING: CRAFTING MEASUREONE'S PATH TO SUCCESS**

Our strategy consisted of two distinct campaigns: a native initiative targeting users in the middle and final stages of the purchasing funnel and a display campaign designed to enhance brand visibility across a broader audience spectrum. Each campaign was meticulously crafted, with creatives and textual elements strategically tailored to resonate with their respective audience segments.

# Programmatic X MeasureOne



## NATIVE ADS

The screenshot shows the Seeking Alpha website interface. At the top, there are navigation tabs for Marketplace, Seeking Alpha, Portfolio, People, News, and Analysis. Below the navigation, there are market indices: Dow (26,279.17, +0.83%), S&P 500 (2,908.73, +0.69%), and Nasdaq (7,972.12, +0.97%). A list of trending articles is visible, including "Buy Apple Stock, Not The New iPhone XS, XS Max Or XR" and "Aurora Cannabis: This One Is 'Just Right'".

Two native ads for MeasureOne are highlighted with blue dashed boxes and arrows. The top ad is a large vertical ad on the right side of the page, featuring a photo of a man and woman in a car. The text reads: "MeasureOne Hire and onboard with confidence. Discover Simplified Insurance Verification. MeasureOne not only automates gig employee auto insurance verification but also provides real-time coverage monitoring. Sponsored By MeasureOne".

The bottom ad is a smaller vertical ad in the middle of the page, featuring a photo of a woman driving a car. The text reads: "Easily verify new hires' auto insurance. Request a Demo of MeasureOne's Verification. Verify coverage directly via online insurance accounts or driver documentation. Sponsored By MeasureOne".



## DISPLAY ADS

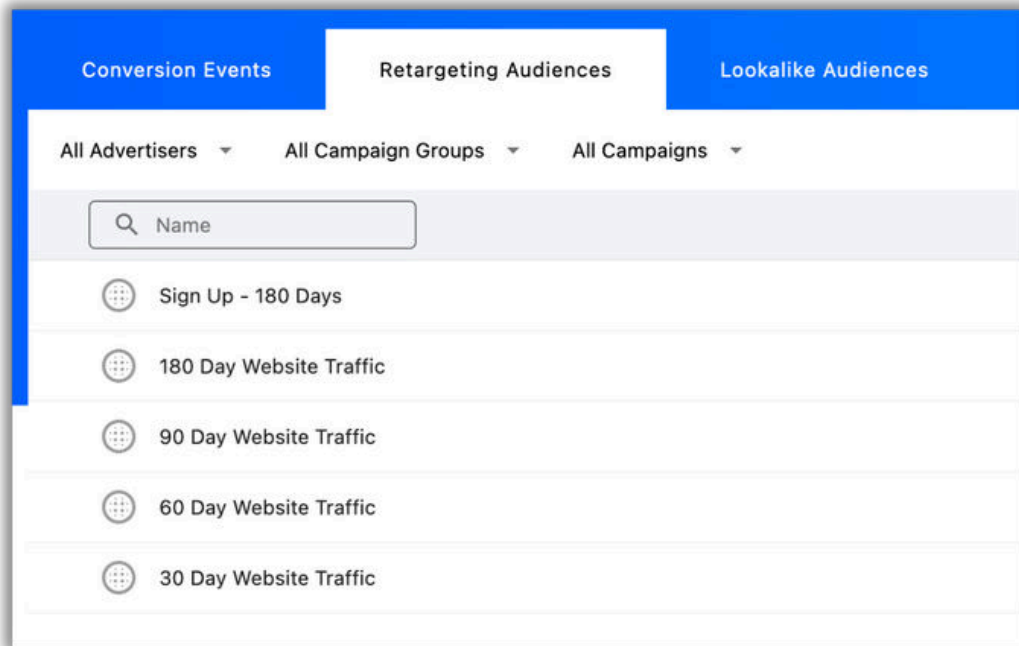
The screenshot shows the US News website interface. At the top, there are navigation tabs for News, Stylish, Entertainment, Royals, Moms, and Wellness. Below the navigation, there are links for SUBSCRIBE, NEWSLETTERS, and a search icon. A large banner ad for the Titanic 100th Anniversary is visible, featuring a photo of the ship and the text: "Exclusive Titanic Community. JOIN NOW".

A smaller display ad for MeasureOne is highlighted with a blue dashed box and arrow. The ad features a photo of a man and a yellow car. The text reads: "MeasureOne INSTANTLY VERIFY AUTO INSURANCE COVERAGE. Try FREE for 30 Days".



## SEGMENTATION AND PRECISION: FINE-TUNING THE MESSAGE

Furthermore, we implemented a nuanced approach to audience segmentation, utilizing data on website interactions—30 days, 60 days, and 90 days—to refine messaging and optimize engagement outcomes.



## DATA-DRIVEN OPTIMIZATION: REFINING THE APPROACH

Through ongoing refinement, including enhancements to ad copy, bid adjustments, and audience size calibration, we observed a significant increase in leads over a 90-day period. Comparing the period from **December 1, 2023**, to **February 29, 2024**, with the subsequent period from **March 1, 2024**, to **May 31, 2024**:

- MeasureOne's conversions increased from **14 to 23 leads**.
- The cost per lead (CPL) improved dramatically, decreasing from **\$329** to **\$196**, reflecting a **64% increase in leads** and a **40% reduction in CPL**.



## CONVERSIONS DATA FOR 01.12.2023 - 29.02.2024

Campaign	Channel Type	Conversion Tracker	Conversions
RT   NAT   01-19-2...	Native	Sign Up	9
RT   NAT   12-11-2...	Native	Sign Up	3
RT   NAT   9-25-2...	Native	Sign Up	2



## CONVERSIONS DATA FOR 01.03.2024 - 31.05.2024

Campaign	Channel Type	Conversion Tracker	Conversions
RT   NAT   01-19-2...	Native	Sign Up	2
RT Display AE 03.1...	Display	Sign Up	2
RT Display Conver...	Display	Sign Up	19



## **DRIVING RESULTS: TRANSFORMING LEADS INTO OPPORTUNITIES**

However, the accurate measure of success extended beyond quantitative metrics. Each lead garnered through our efforts represented a potential partnership opportunity, showcasing our ability to drive growth and solidify MeasureOne's position as an industry leader.



## **BEYOND NUMBERS: CULTIVATING PARTNERSHIPS AND LEADERSHIP**

In summary, our story exemplifies the fusion of strategic insight, perseverance, and marketing effectiveness—a testament to our commitment to delivering tangible business results for our valued clients.

**INSPIRED BY OUR SUCCESS?  
VISIT OUR [WEBSITE](#) OR BOOK A**

**DEMO** WITH US!