

Optimizing Lead Generation Ads for a Presidential Campaign

BACKGROUND



Targeted Victory is an audience-driven technology company focusing on digital strategy and media buying across all screens. Targeted Victory provides an innovative mix of technology solutions, strategy, and analytics, with a creative streak and an entrepreneurial spirit that shows in the work it does for its clients. The team has collectively raised their clients more than \$265 million in online fundraising, managed over \$170 million in online advertising, placed more than 14,000 social media campaigns, and sent more than 2.1 billion emails.

CHALLENGE

Targeted Victory needed a platform that could automate audience targeting from their CRM and bidding across campaigns to maximize results and achieve shared KPI goals. The team's main objective was to lower CPA and increase email sign-ups by moving budgets in real time to the better performing campaigns.

SOLUTION

Using Kenshoo's advanced optimization and automation tools in conjunction with Facebook supported solutions, Targeted Victory produced an exponential reduction in the amount of staff time required to execute this presidential campaign.

Targeted Victory deployed Lead Gen Ads and integrated directly into Salesforce to refresh Custom Audiences based on incoming leads, using exclusion rules to prevent duplication and minimize wasted spend.

The team also leveraged Kenshoo's easy and intuitive ad creation tools and Kenshoo Portfolio Optimizer, an industry leading algorithm built on top of Facebook's optimization solution, to reduce manual efforts and maximize CPA efficiency.

RESULTS

31%
decrease in
CPA

90%
decrease in daily
operations