

A unique company finds a unique solution to their advertising challenge.



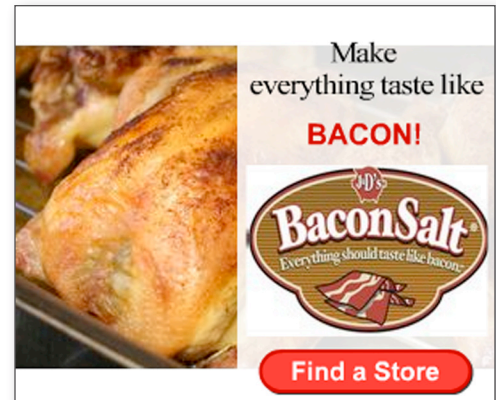
Bacon Salt, a company founded on the simple belief that everything should taste like bacon, was looking for an affordable advertising approach that would get their unusual brand message out in a compelling way. AdReady delivered.

When the “Bacontrepreneurs” of Bacon Salt launched their unique brand, they knew they needed a fun and engaging way to spread their bacon-flavored message. On a very limited budget, they needed to raise consumer awareness and drive potential customers into 7,000 grocery stores that carry their product.

“AdReady saves us significant amounts of money on creative costs,” Dave Lefkow, company co-founder, says of their efforts. “Before using AdReady, it cost us anywhere from \$500-1,500 per banner plus additional costs for resizing and formatting for different site requirements. We like that display ads are animated and that there are a large number of possible ad formats to use.”

Bacon Salt also tried other media for their advertising efforts, up to and including radio ads, but “AdReady has outperformed all of them,” says Dave, “with much lower CPM rates, lower costs per acquisition, and lower costs of creative.”

AdReady has been the perfect fit for Bacon Salt. Dave praises AdReady for its ease of use and robust reporting tools, “We are able to optimize everything we do so that none of our limited budget is wasted.” Dave concludes. “Website traffic has more than doubled since we started, at a minimal cost of acquisition. Store sales have increased.”



“AdReady is the engine that is driving our growth”

Dave Lefkow, Bacon Salt

