



Freshpet®

exchangelab  
powered by proteus

## STRATEGY

The campaign was optimized through our unified trading platform, Proteus, activating across four DSPs to ensure delivery on the best performing channels against Freshpet's objectives.

For the display portion of the campaign, the trading team noticed that the conversions were closely linked to clicks. Taking the CPC metric into consideration, optimizations included altering the bidding algorithm from CPA to CPC in the platforms and creating a budget group focusing strictly on CPC. Performance skyrocketed and so did volume of conversions.

The key tactics implemented were reach, device, look-a-like, contextual, channel, and behavioral targeting.

## INSIGHTS

Strength of a unified platform approach was highlighted in this campaign:

- Top performing sites: local news and real estate sites
- Distinctive CPA results from one platform to another – Proteus allowed spend to be shifted seamlessly to the highest performing platform
- Highest video completion rate on desktop with 15 second video creatives vs. 30 seconds
- Significantly more women converted than men

## CLIENT OBJECTIVES

Freshpet, a leading American manufacturer of fresh, healthy pet food, wanted to raise product awareness and increase sales within stores across the country using programmatic advertising. The KPI for this campaign was measured via pixel fires when a user took certain on-site actions.

The client also incorporated video in the campaign, focusing on brand awareness with the aim of achieving a 67% completion rate. Success was measured on this as well as the brand lift via a Nielsen Study.

A CPA goal was established for display, and attention goals established for video.

## RESULTS

Freshpet was able to achieve an average CPA that was 70% under the established goal. This was significantly lower on a weekly basis, where a CPA 90% under the goal was consistently achieved.

The overall completion rate for the video portion of the campaign landed at approximately 70%, exceeding their brand awareness campaign objective.

**70% UNDER THE ESTABLISHED CPA GOAL**

**90% CONSISTENTLY UNDER THE CPA GOAL**

**70% OVERALL COMPLETION RATE FOR VIDEO**

## TESTIMONIAL

*"The Exchange Lab exceeded our campaign KPIs and was consistently a top partner on the plan. The Exchange Lab team proactively offered new solutions and recommendations that increased the campaign performance. Efficient media delivery, frequent optimizations, and great technology all contributed to the client's sales growth."*

**Scott Konopasek, Associate Director of Communication Strategy, Generator Media**

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