

# THE RIGHT CREATIVE FOR THE RIGHT AUDIENCE

How effectively using AdParlor's Creative Blueprint helped **reduce cost per lead** in the family health industry **by over 50%**.

By simply showing the right creative to the right audience, we helped our client to increase their reach and dramatically reduce their cost per acquisition.



## THE FUTURE IS PEOPLE-BASED MARKETING

One day we will be able to serve a different ad to everyone, selected based on a myriad of factors including purchase history, media consumption, content they engage with, age, gender, location, family, lifestyle; the list goes on.

## THE APPROACH

Before launching, we asked the client to provide us with information around who their ideal customer is, what they like and how they would ordinarily engage with the brand. From there our team set out to utilize Creative Blueprints from these customer profiles

## THE SOLUTION

After working with the client to develop messaging that helped to convey the character of their brand, we set to work matching copy and creative with the ideal audience. The Result? 11 new targeting segments complete with tailored ad creative; improving performance by 7.5x!

# 7.5X

**IMPROVEMENT  
ON PERFORMANCE**

Contact your AdParlor Account Rep today to get started.