

Burst Direct Cuts Through the Online Fat for a Weight Loss Promoter

The Client:

A well-known, national weight loss promoter engaged in the production, distribution and sale of weight management consumer products.

Target Audience:

Women 25+

Campaign Goals:

- Generate sign-ups for their various diet programs.

Campaign Performance Measure:

- The campaign's performance was measured on a cost per sign up basis.

Burst Strategy:

The Burst Direct team recommended running an initial test using Burst **Direct Reach**. The test generated results that were **58% ahead of the client's CPA goal**. After yielding **successful results for one year**, the Burst Direct team moved the client to Burst **Direct Connect** in order to target the most responsive segments of the Burst Direct audience. The Burst Direct team constantly monitored the campaign's performance and removed underperforming sites and reallocated the campaign to sites that were achieving optimal results.

Remarketing, behavioral targeting, category targeting and demographic targeting were also used to increase the action rate and continue to decrease CPA.

Today, **more than two and a half years** after the campaign went live, the client is still running on Burst **Direct Connect** utilizing a **CPA pricing model**. The campaign continues to perform ahead of the client's ROI goals.

Results:

As the weight loss promoter's backend CPA goals changed over time, the Burst Direct team collaborated with the client to increase performance and decrease cost.

Burst Direct Reach	Burst Direct Connect
Flight - 3 months	Flight - 3 months
CTR: .08%	CTR: .06%
Action Rate: .003%	Action Rate: .0035%
CPA: \$33	CPA: \$24

"Burst Direct truly understands the goals of our clients – they are an ideal performance driven network and know we want to constantly increase ROI. Their deep capabilities and common mission to reach our clients' goals is one of the many reasons I really like working with Burst for direct response campaigns."

- Client Media Planner

**More than 2 ½ years
of performance
success – and still
going strong!**

Put the power of Burst Direct's people behind your performance advertising. Act now!

To learn what we can do for you, contact us at sales@burstdirect.com or 518-724-1700.