

Burst Network Case Study

Connecting With Moms Hungry for Children's Snacks

BACKGROUND AND CAMPAIGN GOALS

A CPG client in a popular children's snack category came to Burst Network to target "on-the-go" moms aged 25-54 with six to eight year-olds in the household.

Phase one of the campaign measured the performance of specific ad creative units and sizes. Phase two utilized the best performing creative (as identified in the initial period) to connect with the target demographic – women with young kids – and engage them to visit the dedicated children's snack landing page hosted by the client.

THE BURST NETWORK SOLUTION

Reach, audience composition and quality targeting capabilities were significant deciding factors for the CPG client – and Burst Network rose to the challenge with its considerable reach and high composition index with mothers in the target demographic. Its solution included:

- **A Custom Moms Network** comprised of sites that targeted specific segments of mothers
- **Hands-On Optimization** that helped the client determine which creative was most effective
- **Behavioral Targeting** and retargeting that leveraged user data

RESULTS

Burst Network outperformed the competition achieved the highest click through rate overall on the CPG client's online media plan and steered a large share of women to the children's snack landing page. As a testament to success, the client invested an additional 20% (based on total Burst Network spend) to round out the campaign.

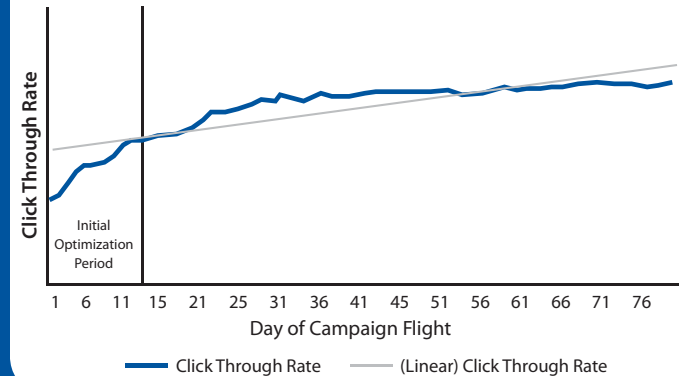
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SUCCESS STORY: CONSUMER PACKAGED GOODS

Campaign Overall Click Through Rate by Day



BURST NETWORK FAST FACTS

CPG Client Goals:

- Determine effective creative geared towards Moms with young kids
- Drive brand awareness and landing page click throughs

Burst Results:

- Achieved highest CTR overall across entire online media plan
- Won an additional campaign allocation of 20% of total spend