

CASE STUDY

TEST: YouTube Videos on Landing Page & More...

THE SITUATION

Client recently launched a new website and created pages promoting themes like "Brotherhood", "Romance" & "Harmony". Each theme also had a catchy video created. The goal of the test was to accomplish 4 things: 1) Increase website traffic and engagement 2) Find best performing landing page including YouTube videos 3) Drive more awareness and assist organic traffic growth 4) Drive more awareness through Google paid search with terms such as "places to visit in North Carolina."

THE SOLUTION

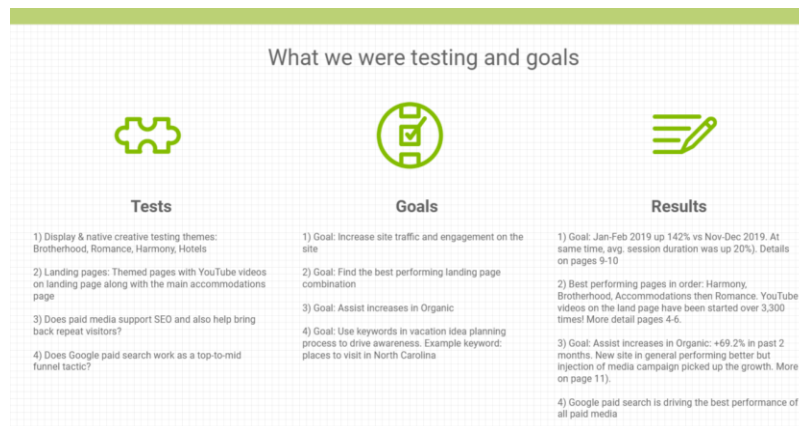
MediaOne created a test scenario with SMART (Specific Measurable Attainable Relevant Time-based) goals to measure. Goals shown below in "Monthly reporting summary" screenshot.

MediaOne built custom audiences from first-party data. The audiences were segmented into male former military (Brotherhood), women interested in exercise and yoga (Harmony), couples (Romance).

Specific creatives were built to target each audience in the most personalized way.

Custom tracking was added to track results.

Monthly reporting summary



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THE LEARNINGS

- Website traffic increased dramatically in January and February now optimizing to continue to maximize results
- YouTube videos have been watched over 3,500 times on the landing pages (measured as an event in Google Analytics) .
- "Harmony" performed 2.5x better than the next best video with new videos being planned around more fresh blog posts based off what has worked already.
- Media mix was working to drive Organic traffic as well (a goal we always have is digital branding strategy that gets more organic) – **Organic traffic up 67.5% over last year.**
- Google paid search is driving the highest quality of traffic from an awareness keyword list. Moving budget to this tactic until the saturation point is reached.

Chart shows 2 key points:

- 1) Large growth in year-over-year traffic
- 2) More engaged site visitors that stayed longer than one minute

