

CASE STUDY

Cybba helps B2B Platform Lower CPA by 72.5% and Drive Hundreds of New Customers Using URL Audiences

OBJECTIVE:

The B2B Platform faced a challenge in accurately targeting their ideal demographic: established eCommerce business owners with 2-3 years of experience who are ready for expansion. Historically, marketing efforts either attracted too many nascent entrepreneurs, resulting in high Cost Per Acquisition (CPA) & lower Lifetime Value (LTV), or failed to effectively reach the desired segment. The objective was to refine the digital advertising strategy to increase free trials and subscriptions while driving a lower CPA.

STRATEGY:

The campaign utilized display ads with a focus on URL audience targeting, aiming to connect with business owners searching for growth strategies, e-commerce solutions, and fulfillment optimization. This approach targeted users that have visited specific URLs that business owners are likely to visit when seeking to expand their operations, ensuring the campaign's relevance and effectiveness.

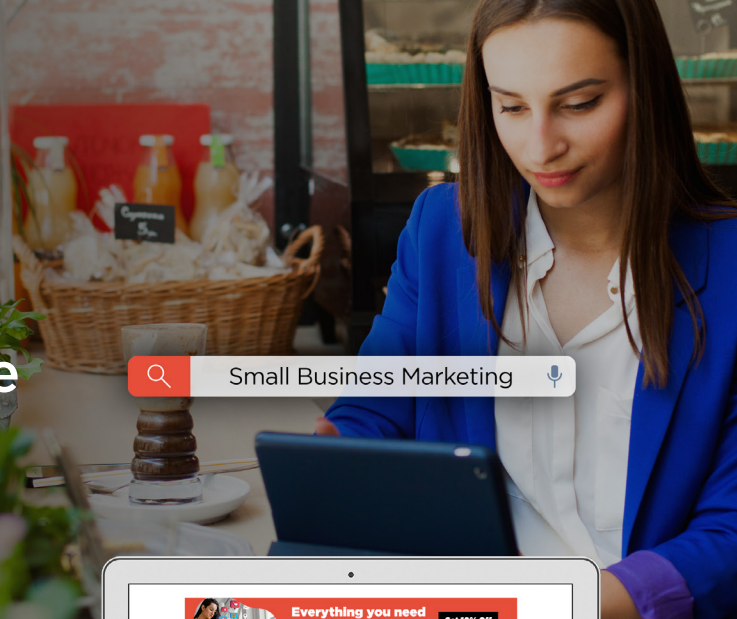
A few examples of URLs are:

- [Nerdwallet.com/article/small-business/small-business-marketing](https://nerdwallet.com/article/small-business/small-business-marketing)
- [Shopify.com/blog/how-to-scale-small-business](https://shopify.com/blog/how-to-scale-small-business)
- [Businessnewsdaily.com/15769-small-business-marketing-guide](https://businessnewsdaily.com/15769-small-business-marketing-guide)

The campaign also focused on retargeting users who were within the platform's free trial period, but not yet paying customers.

PERFORMANCE METRICS:

Impressions:	3 million+
Clicks:	> 2,500
Free Trial Sign-ups:	344
Paid Subscriptions:	206
CPA:	< \$110
CTR:	0.08%



METRICS INSIGHTS:

The campaign successfully delivered over 3 million impressions, demonstrating extensive reach within the target audience. 2,500+ clicks indicate a strong interest in the platform's offerings, with a click-through rate (CTR) of 0.08%, reflecting the relevance of the ads to the targeted demographic. The conversion of 344 users to free trial sign-ups and further 206 to paid subscriptions showcases the campaign's effectiveness in not just attracting interest, but also in persuading users to engage deeply with the platform. The significant reduction of CPA to below \$110, from previous averages, highlights the cost-efficiency and strategic precision of the URL targeting approach.

SUMMARY & CAMPAIGN HIGHLIGHTS:

This campaign exemplifies the impact of a targeted digital advertising strategy in engaging a specific segment of eCommerce business owners. By focusing on URL audience targeting, the campaign achieved notable efficiencies in CPA and effectively converted interest into tangible engagement, as evidenced by the substantial number of free trial sign-ups and paid subscriptions. The success of this approach provides valuable insights for future marketing efforts, emphasizing the importance of precise targeting and relevant messaging in reaching and engaging growth-ready business owners.