

CASE STUDY

Content-driven dynamic display ads for SheKnows.com

Client: SheKnows.com, a top online destination reaching 40+ million women per month.

Campaign objective: New visitor acquisition using SheKnows' wealth of content and articles.

Highlights

- Achieved **155% clickthrough rate lift** with dynamic versus static creatives.
- By using **existing** RSS feeds, the ads required **no integration work** by SheKnows.
- HTML5 ad creative enabled **cross-device targeting**.



Content-driven dynamic ads

Canned Banners designed the ads to attract engagement and clicks based on the merits of SheKnows content instead of using splashy animation and gimmicky ad copy.

By leveraging **existing** RSS feeds, SheKnows was not required to do any integration work.

Another benefit of RSS-based creative is automatic year-round relevance. As seasons change, so do the topics featured in the ads, yielding a **significant performance boost**.

155% clickthrough rate boost with dynamic creatives

Canned Banners partner Exact Drive managed the media planning and ad buying.

By employing the following media optimization strategies, Exact Drive was able to **boost the CTR by 2.5x** from a respectable 0.18% to an impressive 0.46%:

- Switching from static JPEG to dynamic HTML ads and A/B testing creatives.
- Targeting at a DMA level and shutting off under-performing DMAs.
- Remarketing to ad clickers and targeted SheKnows visitor segments.



Cross-device targeting with HTML5

With **HTML5 dynamic ad creative**, any device type could be targeted, including iPhones, iPads, and other smartphones and tablets.

Due to the casual nature of SheKnows content, it was critical to **reach readers during leisure time** on tablets and smartphones, making HTML5 a perfect creative format for achieving maximum audience reach and engagement.

We'd love to chat about a dynamic ad strategy for your company.
Reach out to us at info@cannedbanners.com.