



# Increasing Online Sales While Driving Down Costs

## Their Story:

A leading e-commerce retailer partnered with Ampush to grow their customer base efficiently with Promoted Tweets on Twitter.

## Goals:

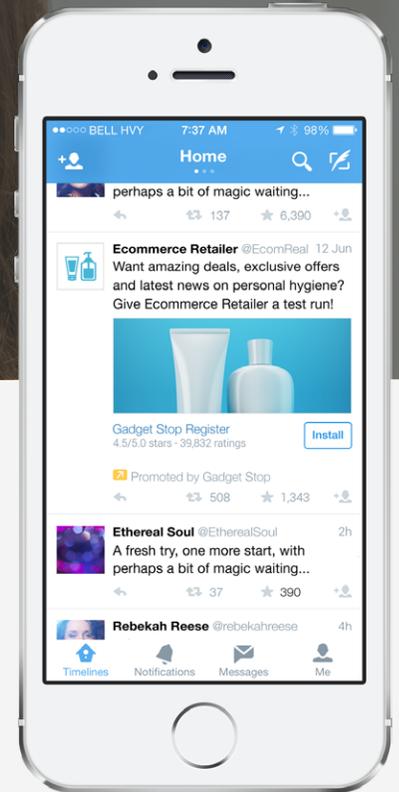
This fast-growing, subscription-based e-commerce company had already seen success using in-feed ads to grow its customer base and wanted to expand the reach of its campaigns to Twitter's 300 million+ unique users. The company aimed to reach a large, highly targeted audience of interested buyers and direct them to subscribe on its mobile site. Budget efficiency was a top concern, because it was imperative that cost per new customer not surpass a set threshold.

## Execution:

- Ampush analysts used Twitter's "Target Bid" pricing option to outperform 'maximum bid' pricing by 15%. This tactic also captured highly relevant users normally outside a stated bid range.
- To reach audiences that would make good customers, Ampush used the customer's CRM data to target audiences using Twitter's tailored audiences capability.
- Ampush analysts used the AMP Bulk Ad Creator to quickly create and test hundreds of promoted tweets and website/app card variations to identify top performing
- Using AMP, analysts simultaneously managed hundreds of live campaigns for the customer, 24 hours a day based on real-time data
- Ampush used AMP's Affinity Analysis tools to find the most relevant keywords, interests, behaviors, and events to enhance follower targeting tactics.

## Results:

A strategic audience combined with creative pairing, and use of CPX bidding, helped the retailer achieve a 3X return on ad spend for the campaign. The company cut its cost per acquisition in half by optimizing for conversions, while increasing subscriptions.



## HIGHLIGHTS

 **Ampush** @ampush 3m  
#Efficiency  
**70% reduction**  
in cost per acquisition

 **Ampush** @ampush 10m  
#Profitability  
**200% return**  
on ad spend

 **Ampush** @ampush 35m  
#Scale  
**70% increase**  
in sales against the  
same spend