

# Multichannel Case Study: Multiplaz



## CASE STUDY

By preventing click fraud and misleading spends, Multiplaz Co. saved 20% on their annual advertising budget.

## THE CHALLENGE

In order to promote their products, Multiplaz actively uses display network advertising which accounts for a significant portion of their annual spend. However, the effectiveness of display network advertising was significantly lower than their search advertising. Multiplaz has not been able to figure out the reason why their advertising campaign was ineffective and more importantly, how to improve it.

The CEO of Multiplaz, Patricia Lewis-Hansen, decided to start working with Multichannel, specifying that changes in the company's advertising campaign can only be made in display networks, bids, keywords and placements - while other areas of the campaign will remain as before.

## THE SOLUTION

In order to find solutions, Multichannel received access to their North American advertising campaigns, which showed display network campaigns on Google AdWords. Integration efficiency tracking was carried out on both the Multichannel and Multiplaz side through AdWords and Analytics accounts. Because of the restrictions set by the client, only the Multichannel module "Improvements" was used. This module aims to identify losses and search for possible solutions.

It also allows you to fully monitor the effectiveness of the company's advertising campaigns in display networks, which is achieved through the use of both external methods of tracking (UTM-tags) and internal (integration of AdWords and Analytics). This solution allows you to track the effectiveness from all sides: campaigns, keywords, ads and many more, all while allowing you to keep track of each placement individually.

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**Results**

Within the first week alone, the Multichannel module "Improvements" has identified 12 different placements where the average efficiency was:

OVERALL THESE PLACEMENTS HAVE GENERATED ZERO SALES.

AVERAGE TIME ON SITE:	BOUNCE RATE:	CTR OF ADS:	AVERAGE DISPLAY CTR WAS:
<b>7SEC.</b>	<b>97%</b>	<b>3%</b>	<b>0.5%</b>

**\$4,301**  
PER WEEK  
IN LOSS

**\$17,207**  
PER MONTH  
IN LOSS

**\$206,495**  
PER YEAR  
IN LOSS