



**HowLifeWorks**

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**Direct Response Case Studies**

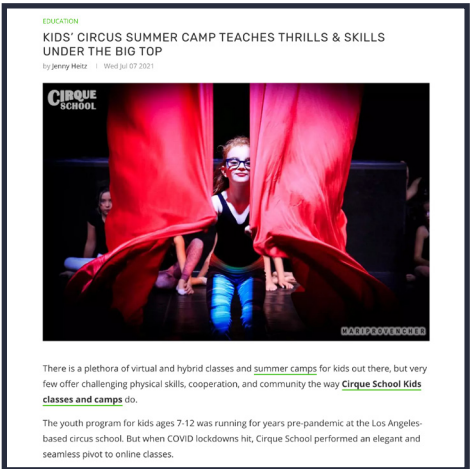
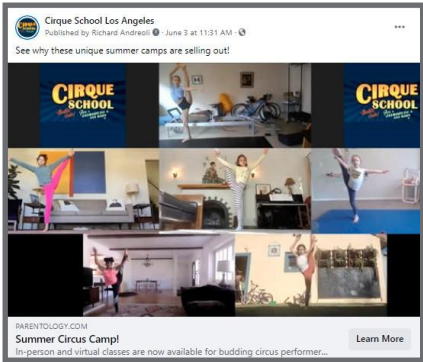
v.2021

# Cirque School Summer Camp

GOAL: Geo-targeted campaign to educate California parents about Cirque School's summer camp programs, with additional focus on Kids' Circus Classes in general.

Social media and advertising partners

Sponsored Parentology editorial



Landing page



## Strategy:

- Sponsored editorial
- Click retargeting
- Carousel creatives
- Custom audience segments
  - » User interest/category
  - » Email LTVR lookalike audiences
  - » Localized audience targeting

## Results:

- 228 Impressions
- 68 Conversions
- 30% Conversion rate
- 1.7M Targeted Facebook parents
  - » California only
  - » Parents of children aged 7-12
- 2:54 - Average time on article
  - » Reading at least 70% of the story

# Expanse Online School

PRIMARY GOAL: Brand Building & Awareness

SECONDARY GOAL: Sign Up for Webinar

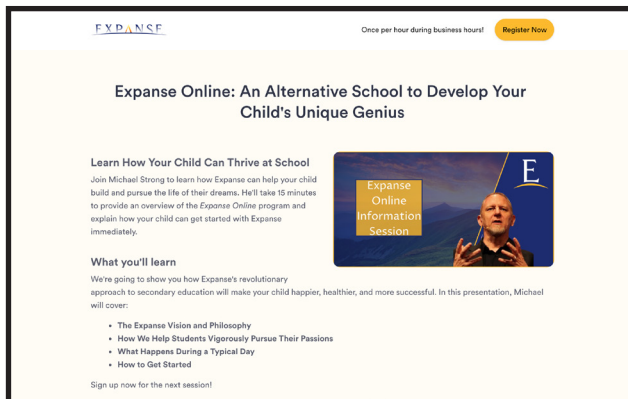
Social media and advertising partners



Sponsored Parentology editorial



Landing page



## Strategy:

- SEO-focused sponsored editorial
- Click retargeting
- Custom audience segments
  - » Parentology website visitors
  - » Client website visitors
  - » Email LTVR lookalike audiences
  - » Newsletter subscribers

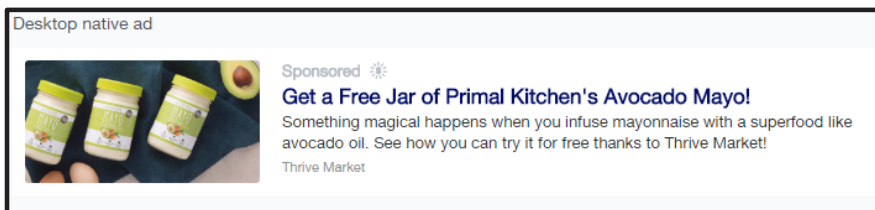
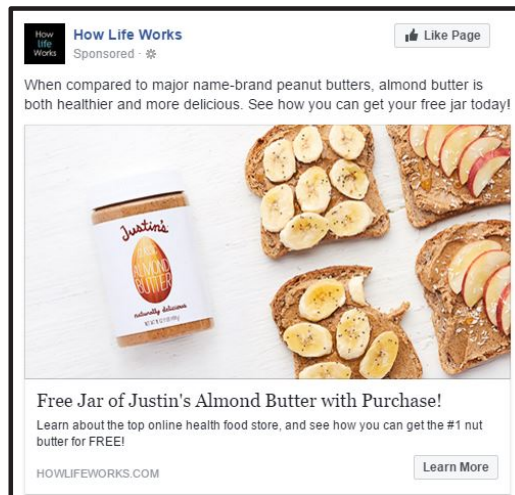
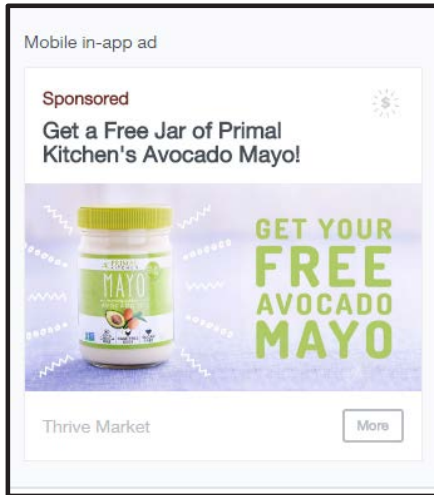
## Results:

- 2,401 Paid ad impressions
- 1,400 Conversions
- 58% Conversion rate
- 4:25 Average time on article
  - » Reading at least 90% of the story

# Thrive Market

PRIMARY GOAL: Brand-Building & Awareness

SECONDARY GOAL: Subscription Purchase



## Strategy:

- Sponsored editorial
- Click retargeting
- Custom audience segments
- User interest/category
- Seasonal creative refresh
- Carousel creatives
- Device type

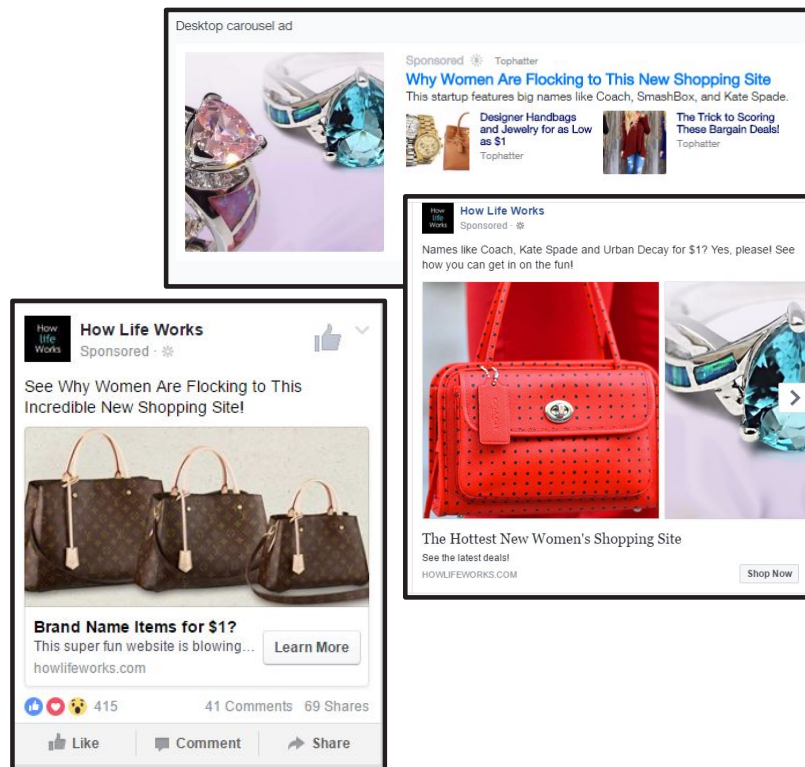
## Results:

- 33,085,698 Impressions
- 0.20% Click through rate
- 1,249 Conversions
- 416 Avg. monthly conversions
- 2% Conversion rate

# Tophatter

PRIMARY GOAL: Brand Building & Awareness

SECONDARY GOAL: Email Signups



## Strategy:

- Sponsored editorial
- Click retargeting
- Custom audience segments
- User interest/category
- Seasonal creative refresh
- Carousel creatives
- Device type

## Results:


- 33,085,698 Impressions
- 0.20% Click through rate
- 1,249 Conversions
- 416 Avg. monthly conversions
- 2% Conversion rate


# Harrys.com

PRIMARY GOAL: Brand-Building & Awareness

SECONDARY GOAL: Subscription Purchase

Desktop native ad




Sponsored 

**Top Selling New Razor Has Men's Brands Worried**


One upstart company is producing razors that don't jack up your face or cost a ton of money. See why this could change men's grooming as we know it!

Harry's

Mobile in-app ad


Sponsored 


**Why Guys Love This Razor**



Harry's More

Mobile native ad



**Top Selling New Razor Has Men's Brands Worried** 

Harry's Sponsored

## Strategy:

- Sponsored editorial
- Click retargeting
- Custom audience segments
- User interest/category
- Seasonal creative refresh
- Device type
- A/B customized landing page layouts
- Whitelist/Blocklist demo, geo and placement targeting

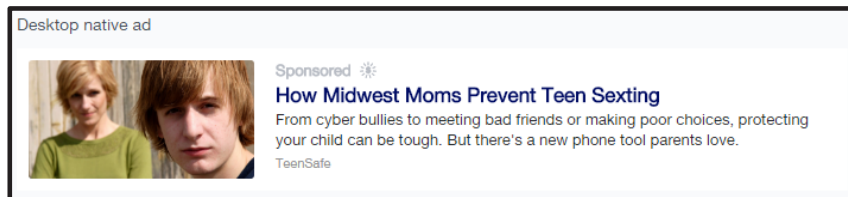
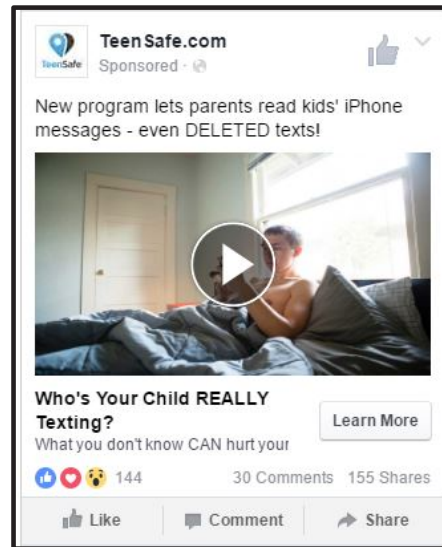
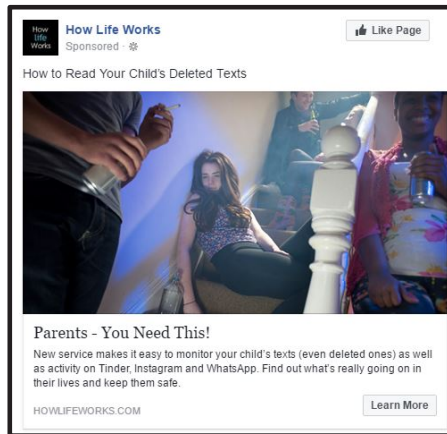
## Results:

- 326,432,182 Impressions
- 0.22% Click through rate
- 4,598 Total conversions
- 383 Avg. monthly conversions
- 1% Conversion rate

# Teensafe

PRIMARY GOAL: Brand-Building & Awareness

SECONDARY GOAL: Drive Registrations



## Strategy:

- Sponsored editorial
- Native video awareness branding initiative
- A/B customized landing page layouts
- Click retargeting
- Homepage retargeting
- Video view retargeting
- Email subscriber lookalike targeting
- Video view lookalike targeting
- Custom audience segments
- User interest/category
- Seasonal creative refresh
- Device type
- Geo-specific creatives

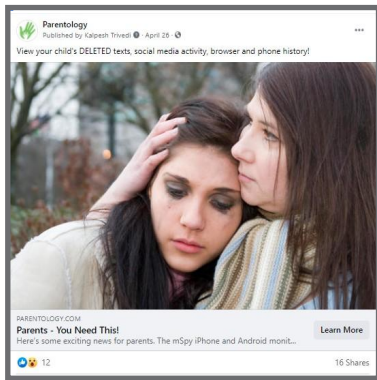
## Results:

- 77,451,811 Impressions
- 2.02% Click through rate
- 14,755 Conversions
- 1,230 Avg. monthly conversions
- 1% Conversion Rate

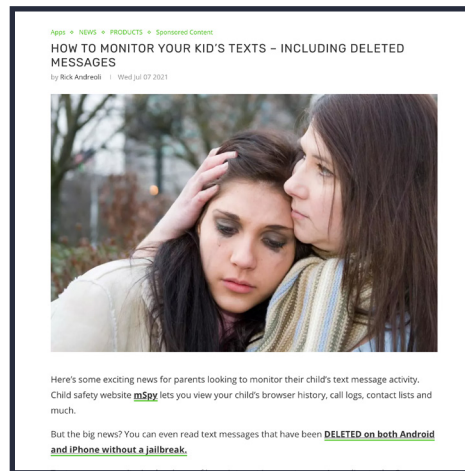
# mSpy Monitoring Software

GOAL: Brand Awareness Campaign

Social media and advertising partners



Sponsored editorial



Landing page



## Strategy:

- Sponsored editorial
- Click retargeting
- Custom audience segments
  - » Parentology website visitors
  - » Client website visitors
  - » Email LTVR lookalike audiences
  - » Newsletter subscribers

## Results:

- 48,389 Article impressions
- 4,355 Clicks to client website
- 9% Click through rate
- 5:27 - Average time on article
  - » Reading at least 90% of the story



## Contact Us

We will customize a plan to fit your needs.



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**HowLifeWorks**

 **parentology**

**\$avetastic!**