

# Case Study:

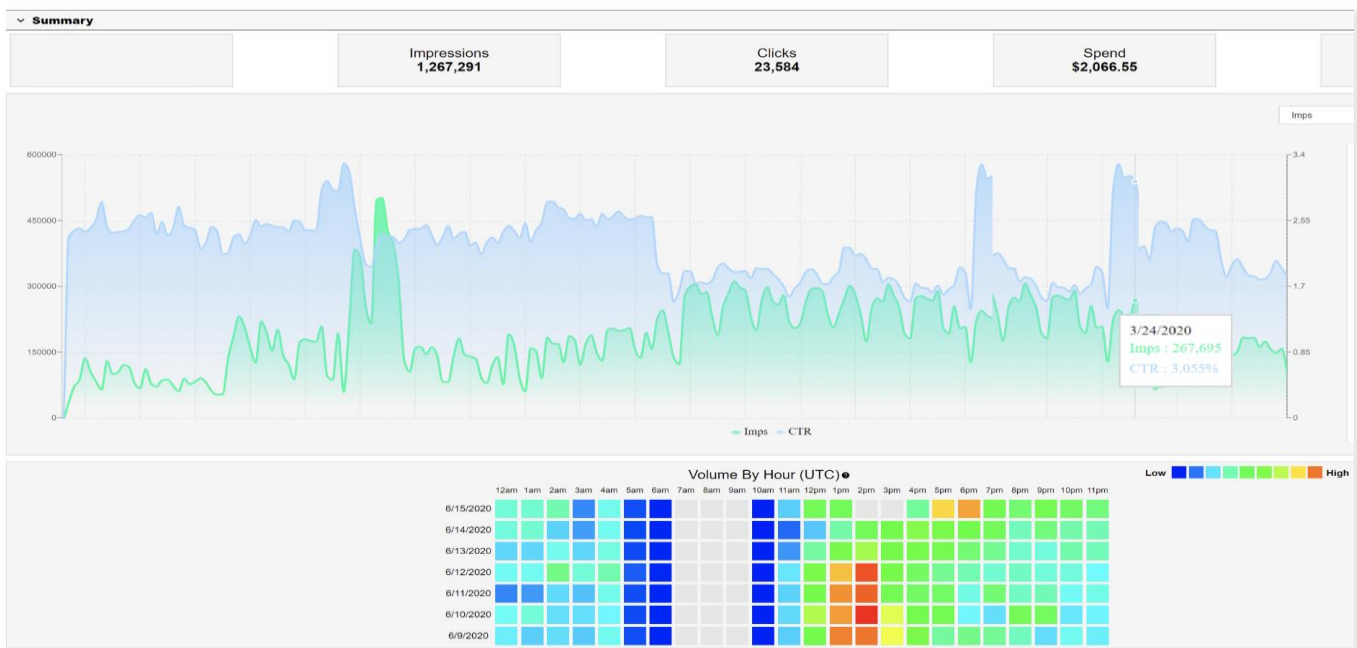
Online Education & Outlook Ads

## Language Software Drives Conversions and Improves Overall CPA

**Goal:** Drive Spanish-speaking users to sign up for online ESL classes

**Channel:** Display Prospecting & Native Outlook Text Ads

**Targeting:** Prospecting across Spanish-speaking countries (including Colombia, Peru, Mexico, Ecuador, Costa Rica, Chile, Argentina, Spain, Guatemala, Honduras, Puerto Rico, Dominican Republic, Bolivia, and El Salvador) on high performing text ads with modest frequency



### Results: 714 Conversions < 4 Months

Pontiac's algorithm optimized toward Outlook text ads due to stronger performance than prospecting alone. This campaign ended with an average post-click CPA of \$8.16. Due to performance that exceeded the advertiser's expectations, they have increased spend across all markets.

