



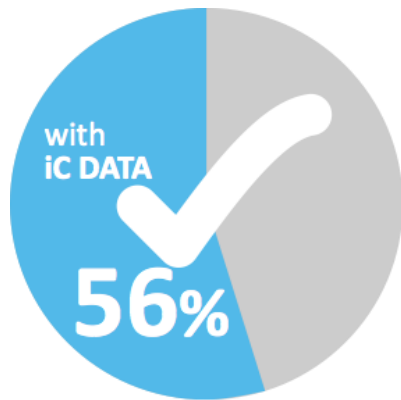
iCumulus Pty Ltd

Direct Response advertising via the cloud

iCumulus – 3rd party data - Gets results!

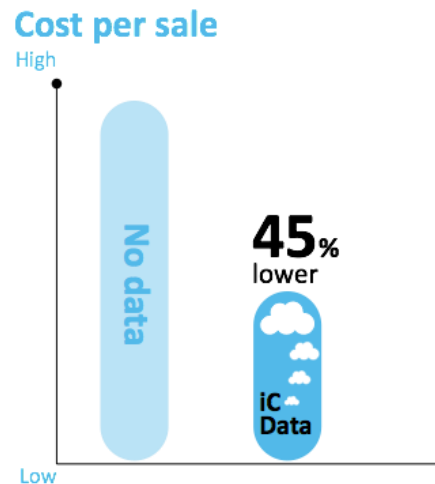
iC ran a 4 week display campaign to put to test the effectiveness of using 3rd party data when compared to campaign lines of contextual options or simply no data. **Key results:**

Higher Volume of conversions



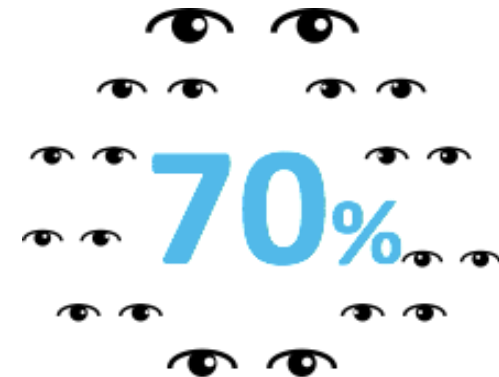
56% of the total conversions came from placements utilising iCumulus Data

Lowest (CPS)



Campaigns utilising iCumulus Data produced a **45% lower CPA** than those running without iCumulus Data

Less Impressions and (\$) required



Campaigns with iCumulus data **required 70% less impressions** than those without to generate the same number of conversions

Contextual – in this campaign contextual lines did NOT drive any conversions, however it did generate the highest volume of clicks and hence CTR

Source: iCumulus campaign results, Turn DSP, June 2015

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