

web republic



Case Study

VALUU EXPANDS SCOPE OF OPTIMIZATION AND USES TRUEVIEW FOR ACTION TO REDUCE YOUTUBE CPA BY 40%

Valuu allows users to compare the best mortgages offered by Swiss lenders and choose their preferred option online with ease. Valuu's mortgage experts are on hand at all times to offer free, expert advice. Webrepublic's role was to ensure Valuu's digital channels were up to the task, with the agency developing an integrated campaign setup optimized to each target group across Google Search, Display and YouTube.

INITIAL SITUATION

Campaign optimization was proving challenging in view of one particular KPI that was difficult to achieve. This led to a higher CPA compared to other performance channels.

GOALS

- ★ Reduction in CPA
- ★ Best possible campaign optimization

MEASURES

To meet the target KPI, visits lasting 60+ seconds were made part of the optimization measures for effective app launches.

RESULTS

- ★ 40% reduction in cost per action
- ★ 65% reduction in cost per click
- ★ 61% reduction in cost per visit

“By expanding these measures, we were able to grow our website traffic and encourage more people to compare mortgage options.”

Stefan Gautschi, Lead Marketing, Valuu

