NOM | CASE STUDY

HEAD-TO HEAD

thisisnom.co

THE CHALLENGE

NOM operates in an extremely competitive industry. It's not every day that a client asks you to run a test campaign head-to-head against not one, but two direct competitors. With a full year of potential media spend on the line, we had to prove our value and validate our client's trust in us over a very short period of time. This meant ensuring brand safety for three similar but distinct audience segments and delivering not just good but the BEST YouTube performance around.

THE CAMPAIGN

The campaign launched shortly after New Year's, requiring a very quick setup and QA process. While we've worked on many campaigns for this client in the past, this head-to-head marked the introduction of three new targeting segments for the brand. New audiences provide a great opportunity for campaign learnings but won't always drive the best performance right away. In this scenario, we had to make sure we achieved both – actionable insights for the client and strong performance on YouTube.

To stand out from the rest, we leveraged our proprietary contextual targeting tools and brand safety technology to keep inventory on-target and appropriate. Our team of experts was on hand to execute real-time optimizations and bid adjustments to keep the campaign on pace, while our Ad Operations team conducted daily manual performance evaluations to boost KPIs. Lastly, we also conducted regular post-click conversion analysis to help our team identify opportunities to increase efficiency within each targeting segment.

THE BACKGROUND

For more than two years NOM managed YouTube campaigns for one of the largest automotive brands in the nation. Although NOM continued to outperform and exceed expectations, it was time for some friendly competition.

NOM was pitted against a similar third-party YouTube distribution company and Google direct. Across the board, budgets, target audiences, and goals were the same, but NOM's ability to optimize for the most efficient and on-target delivery would dictate the winner. We were all tasked with driving the lowest cost-per-quality page view throughout the month-long test campaign.

THE RESULTS

NOM outperformed one of our most capable competitors as well as YouTube's own media buying team. We retained the business and had the privilege of supporting this client on YouTube for 2019. We delivered the most efficient average cost-per-conversion (CPCon) among video partners **(beating the next closest competitor by over 20%)** and consistently improved our performance throughout the flight. **Our conversion rate increased 43% while our CPCon decreased 44%** over the 30-day testing window. **NOM also bested the competition across other major performance metrics, delivering higher VCR and CTR with more efficient CPVs & CPCs.**

Not only did we deliver the most efficient performance during the test, but our results continued to improve. **Our average conversion rates increased by an additional 81% and the average cost-per-page-view dropped by 38%.**

TEST CAMPAIGN RESULTS

	MAIN KPI (CPCon)	CPV	CPC	CTR	VCR
NOM	⬆ TOP PERFORMER	⬆ TOP PERFORMER	⬆ TOP PERFORMER	⬆ TOP PERFORMER	⬆ TOP PERFORMER
COMPETITOR 1 *	⬇ -21%	⬇ -59%	⬇ -62%	⬇ -14%	⬇ -11%
COMPETITOR 2 *	⬇ -55%	⬇ -22%	⬇ -51%	⬇ -78%	⬇ -8%

* Less efficient than NOM

OVERALL AVG. CONVERSION RATE

⬆ +159%

CONVERSION RATE

0.12%
0.08%
0.04%
0.00%

JANUARY 2019 - MARCH 2019

thisisnom.co