

7 months

Enhancing brand recognition

We deliver unique data and insights that align the buyers and sellers who drive the economy. We understand that to know people better is to serve them better, and you can count on us to be modern where it matters, and traditional where it counts.



Challenges

Our client, a transportation and fuel partner, was in need of bolstering brand recognition and awareness. They faced challenges in penetrating the market due to limited visibility and a lack of established presence among consumers. With the aim to drive app downloads, they sought assistance from Fusable to devise effective strategies that would resonate with their target audience across multiple channels.

Solutions

In response to our client's objectives, Fusable executed a comprehensive campaign strategy leveraging programmatic audio, Facebook clicks, and YouTube video ad campaigns. By running these campaigns simultaneously, we aimed to amplify brand exposure and cultivate widespread recognition among the target audience across multiple channels.

We successfully boosted our client's brand recognition and campaign performance — driving over 5,000 clicks per month, increasing CTR, and lowering CPC in line with cost-saving goals.

Quick Facts

\$1.11

Cost per click

5K

Clicks

Note: Results will vary based on territory, campaign duration and budget

Benefits of Fusable



Increase Sales with Qualified Leads

Our data enables us to target companies & individuals in need of your inventory, which results in high quality leads and increased ROI.



Industry Knowledge

We understand buyer behaviors and buying cycles for your specific segments.



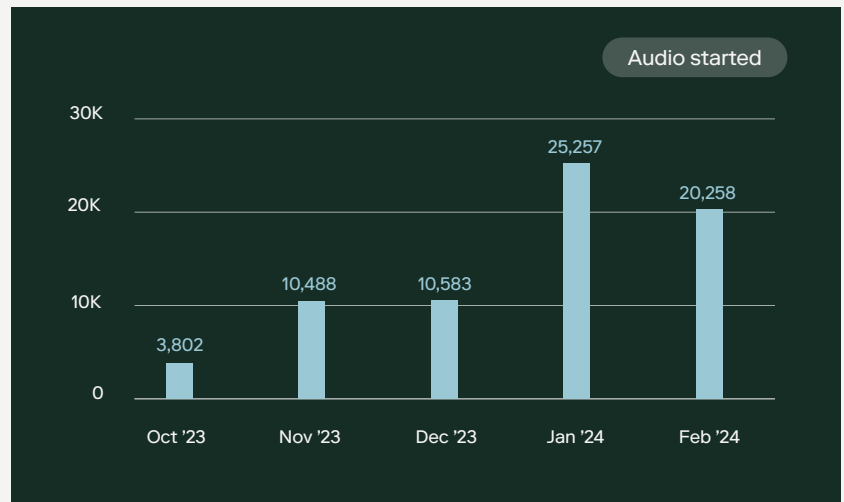
Team of Experts

With a team of 40+ digital marketing experts, we provide diverse expertise, fostering creative strategies and delivering.



Programmatic Audio

The programmatic audio campaign, initiated in October 2023 with 3,500 audio starts, experienced exponential growth, reaching 20,000 starts per month by the fourth month.



Facebook Clicks

The Facebook clicks campaign ran in tandem with the programmatic audio campaign and effectively leveraged brand messaging to drive engagement in clicks, contributing to the overall brand visibility across multiple channels.

	Clicks	CTR	CPC
Oct '23	2,731	0.73%	\$1.46
Nov '23	3,678	2.45%	\$1.09
Dec '23	2,558	2.30%	\$1.56
Jan '24	4,935	2.23%	\$1.22
Feb '24	5,104	2.40%	\$1.11

Video Ads

We made the decision to expand our growth model for branding by introducing video campaign on top of the audio and click campaigns running. Our social media video campaign garnered significant positive reception from our target audience. In alignment with cost-saving objectives, our strategic targeting approach led to a notable increase in video views while concurrently reducing the cost per view within a month's timeframe.

	VTR	CTR	CPC
Oct '23	0%	0	0
Nov '23	0%	0	0
Dec '23	0%	0	0
Jan '24	69.94%	26,717	\$0.34
Feb '24	70.04%	38,683	\$0.21