



Proof, not promises.

Four published programmatic campaigns in one format: problem, insight, action, result. Metrics appear exactly as reported.

HIGHER EDUCATION · LEGAL SERVICES · AGENCY PARTNERSHIP · AUTOMOTIVE

CSU Online shortened the path from interest to enrollment.

An omnichannel campaign combined audience precision with path-to-conversion reporting.

\$0.24

REPORTED VIDEO COST PER CONVERSION

Lower costs, stronger military-student reach and faster conversion signals appeared within the first weeks.

CASE STUDY CLIENT



Colorado State University
ONLINE

ANONYMIZED CLIENT

**Public university,
online programs**

OVERVIEW

Colorado State University Online wanted to increase enrollment while shortening the time and number of touchpoints required for a prospective student to convert.

THE CHALLENGE

The team needed detailed attribution, minimal wasted spend and a sharper way to reach program-relevant students, especially active-duty and veteran audiences in Colorado.

CAMPAIGN GOALS

01 Increase overall enrollment

02 Grow military-student enrollment

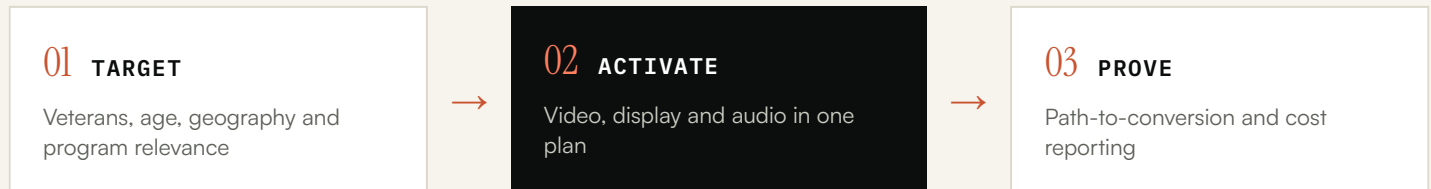
03 Shorten path to conversion

Historical published partner-platform case study. Campaign-specific results are not guaranteed.

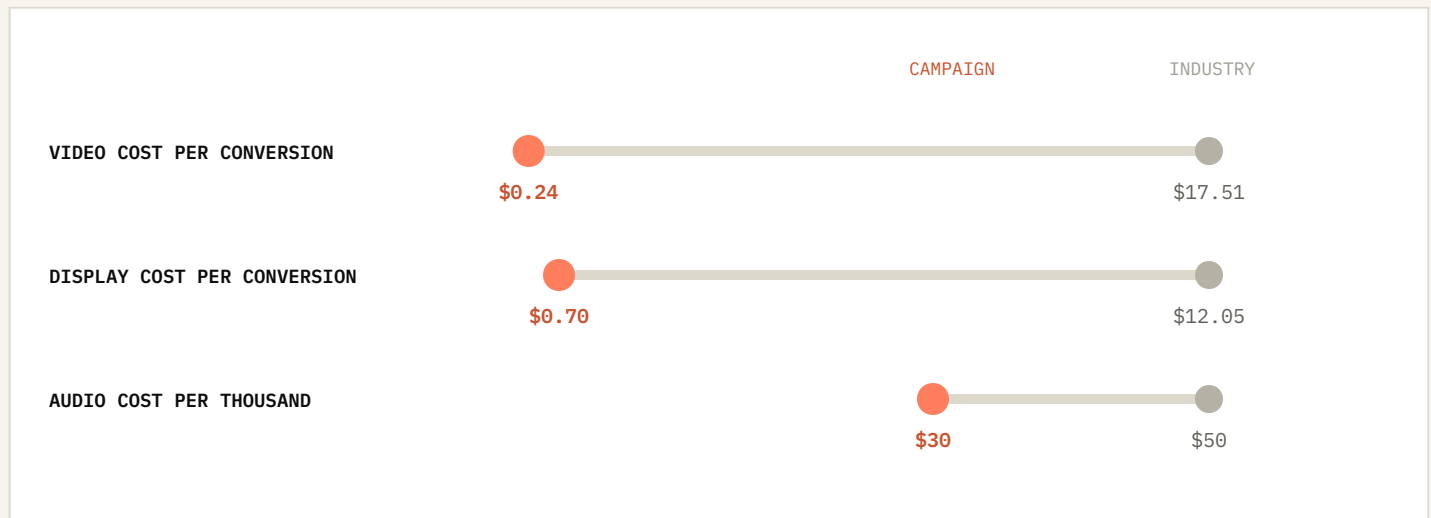
Audience precision and omnichannel measurement moved together.

Video, display and audio were coordinated against segmented audiences, geographies and enrollment goals.

CAMPAIGN STRATEGY



REPORTED COST COMPARISON · CAMPAIGN VS INDUSTRY



COMMERCIAL TAKEAWAY

The campaign boosted overall and military-student enrollment, shortened the path to conversion and reduced average costs across video, display and audio.

Historical published partner-platform case study. Campaign-specific results are not guaranteed.

A personal injury firm cut lead costs within six months.

Continuous optimization increased high-potential traffic while lowering display and video CPL.

-68%

REPORTED REDUCTION IN VIDEO CPL

Video CPL fell from \$19 to \$6 while display CPL fell from \$10 to \$5.

ANONYMIZED CLIENT

**Personal injury
law firm**

CASE STUDY CLIENT

Multi-market · Consumer legal

OVERVIEW

A respected personal injury law firm wanted more high-potential traffic and qualified leads across several markets.

THE CHALLENGE

The campaign had to increase traffic and lead volume while improving conversion efficiency in a category with a long, recognition-driven decision cycle.

CAMPAIGN GOALS

01 Increase qualified traffic

02 Generate more leads

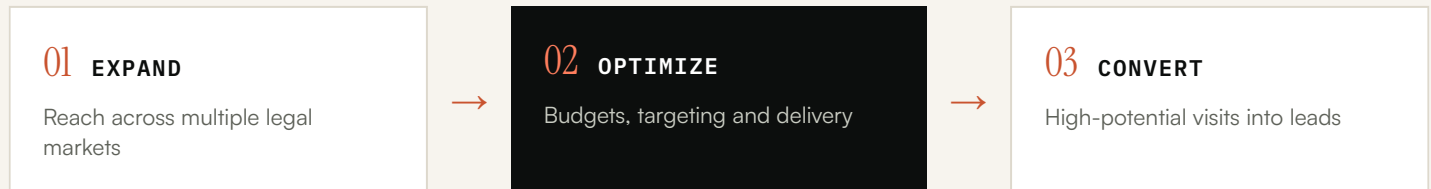
03 Improve conversion efficiency

Historical published partner-platform case study. Campaign-specific results are not guaranteed.

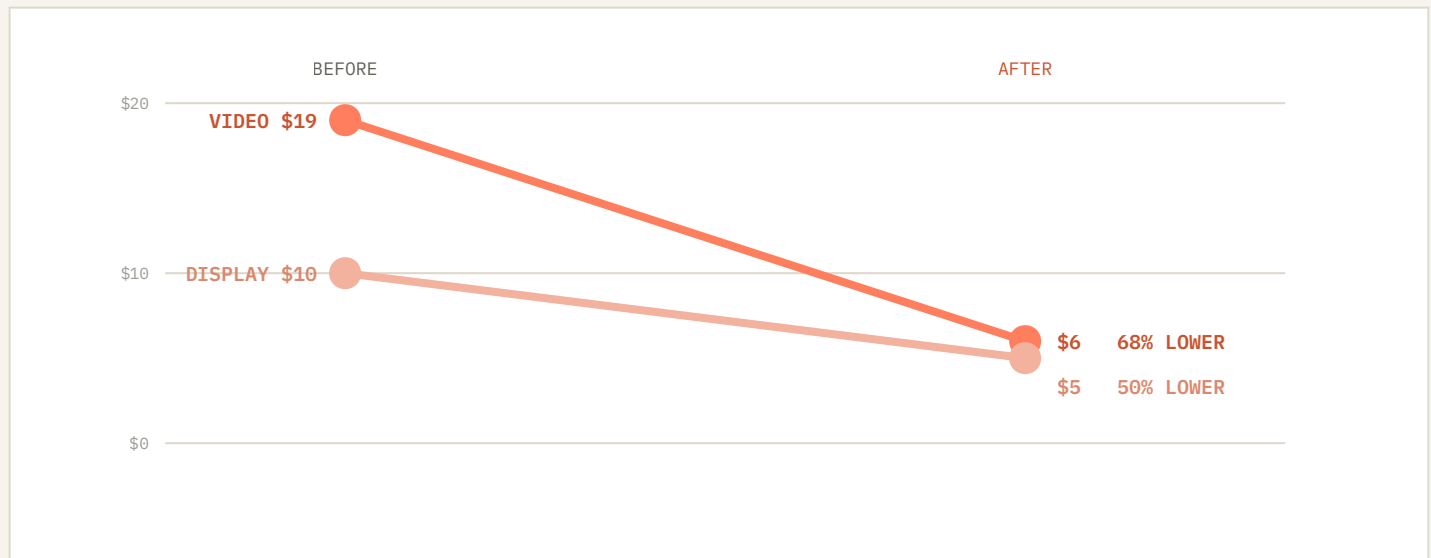
Consistent optimization turned traffic into lower-cost leads.

Budgets, targeting, audiences and channels were refined as lead quality and cost signals accumulated.

CAMPAIGN STRATEGY



COST PER LEAD IMPROVED • SIX MONTHS



LEGAL-MARKET OBSERVATION

The source reports that 46% of legal clients take more than 90 days to convert, reinforcing the value of sustained brand recognition and consistent programmatic presence.

Historical published partner-platform case study. Campaign-specific results are not guaranteed.

A white-label programmatic partner helped an agency scale.

The agency expanded its services without hiring an internal programmatic team.

106

REPORTED PROGRAMMATIC CONVERSIONS

The comparison campaign reported 106 conversions versus 20 from LinkedIn.

CASE STUDY CLIENT



ANONYMIZED CLIENT

**B2B marketing agency,
technology clients**

OVERVIEW

Open Lock served technology and professional-services clients that required precise audience targeting beyond traditional media.

THE CHALLENGE

The agency needed white-label capabilities, flexible commercial terms, integrated reporting and a partner that could operate as an extension of a limited internal team.

CAMPAIGN GOALS

01 Add white-label capability

02 Avoid long-term contracts

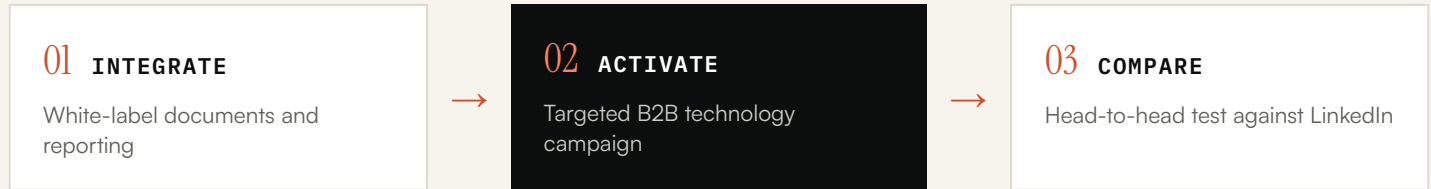
03 Deliver effective targeting

Historical published partner-platform case study. Campaign-specific results are not guaranteed.

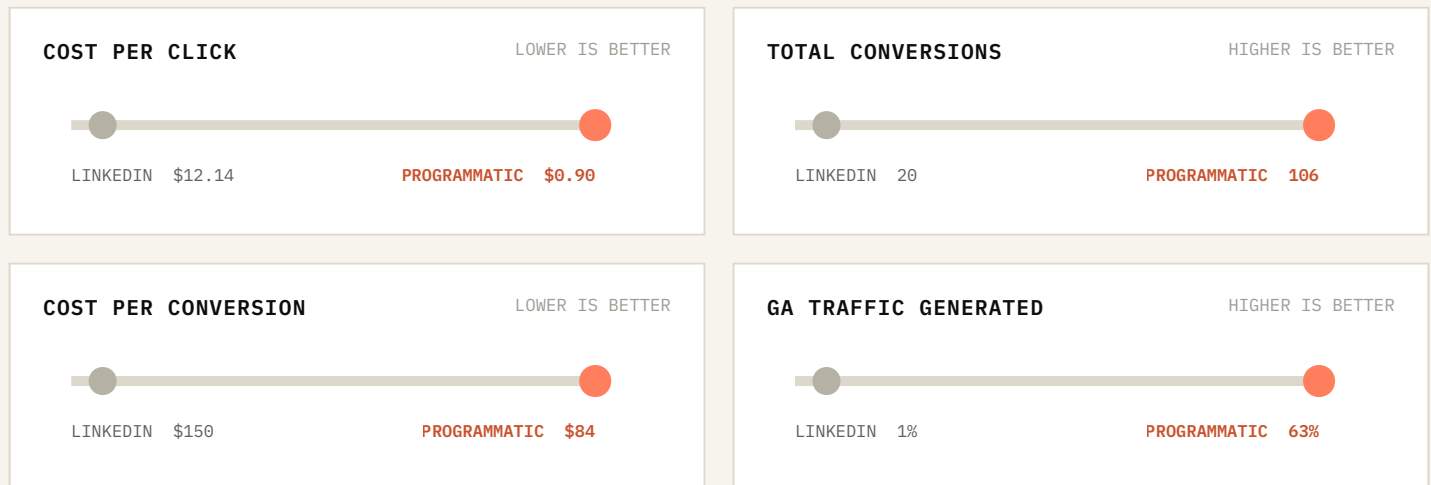
White-label operations made programmatic feel in-house.

The partner supported client calls, onboarding, campaign execution and a branded reporting dashboard.

CAMPAIGN STRATEGY



REPORTED HEAD-TO-HEAD RESULTS



CLIENT REACTION

"The path to conversion reporting is phenomenal."

LINH JUDIN · OPEN LOCK FOUNDER

Historical published partner-platform case study. Campaign-specific results are not guaranteed.

A Southwestern dealership cut cost per lead by 43%.

Vehicle-level audience strategy lowered acquisition costs while increasing lead volume.

-43%

REPORTED REDUCTION IN COST PER LEAD

Cost per lead fell from \$124.35 to \$71.27 while monthly leads increased.

ANONYMIZED CLIENT

**Southwestern auto
dealership**

CASE STUDY CLIENT

Franchise dealer · 24-month engagement

OVERVIEW

A respected Buick dealership wanted to strengthen sales, bookings, phone calls, form fills and vehicle-description page views.

THE CHALLENGE

The campaign needed to diversify channels while aligning targeting and creative to vehicle class, local demand, business owners and nearby military audiences.

CAMPAIGN GOALS

01 Increase overall sales

02 Grow calls and form fills

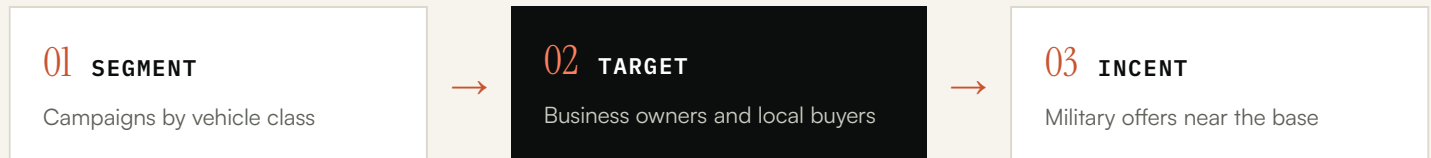
03 Expand vehicle page views

Historical published partner-platform case study. Campaign-specific results are not guaranteed.

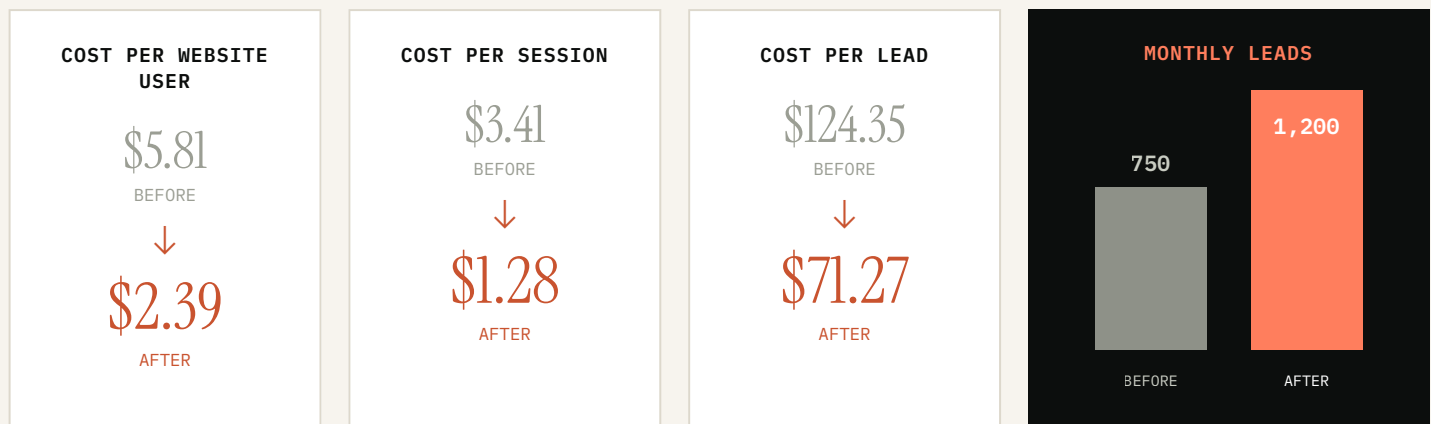
Vehicle-level campaigns made targeting more relevant.

Sedan, truck and crossover campaigns used distinct buyer segments and targeted incentives.

CAMPAIGN STRATEGY



REPORTED COST IMPROVEMENT



COMMERCIAL TAKEAWAY

More relevant vehicle campaigns lowered user, session and lead costs while increasing total lead volume.

Historical published partner-platform case study. Campaign-specific results are not guaranteed.