



## Implementing Impact Engine Online Display Ads, AdEase Dramatically Increases Clients' ROI!

### Challenge:

- AdEase, a San Diego-based advertising agency, needed an efficient tool for creating dynamic online display ads and communicating ROI.
- In order to improve client campaign performance, AdEase wanted a solution that would enable them to make quick, real-time content updates, as well as to conduct A/B testing.
- AdEase experienced inconsistency in metrics reporting and needed consistent, real-time metrics for its clients.

### Solution:

- Impact Engine made it possible for AdEase to create ad variants for its clients through a simple, one-click process; and consequently perform A/B testing for its clients.
- AdEase could log into its Impact Engine account and make content and creative updates in real-time.
- Impact Engine enabled AdEase to track "Time with Ad," an excellent metric for advertisers' branding purposes.

### Results:

- A/B testing improved AdEase clients' campaign performance, increased overall click-through rate, and kept AdEase's costs down.
- For real estate clients, such as Balboa Ridge, AdEase implemented online display ads in conjunction with SEO, dramatically increasing the client's ROI.
- Impact Engine's online display ad solution helped AdEase effectively measure its ad spend and cross-check Publisher ad reports.

*"Impact Engine has greatly improved our ability to create and track our display ads. The easy to use system allows us to quickly create ads, track ad performance during the campaign and make updates go live without having to go the process of resubmitting our creative!"*

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