



## US Search leverages Impact Engine to cut production time and increase their online display ad CTR by 100%!

### Challenge:

- US Search required a series of complex, data driven widget ads created in a short amount of time for a display ad campaign running on a prominent social networking site.
- As impression volume would be heavy right from the start (over 1 million daily), US Search needed to maximize the campaign ROI as quickly as possible.

### Solution:

- US Search's internal agency team provided their ad designs to Impact Engine. Impact Engine then turned these designs into "Widget Ads" by inserting Data calls to information from both US Search as well as the social networking site.
- Impact Engine inserted multiple "editable" components into each ad design.
- Testing multiple ad creative concepts and optimizing them after the ads were deployed cut the standard deployment time by half.

### Results:

- Four initial editable widget ad concepts were created and deployed in under two weeks.
- Initial CTR averaged 1.5 times higher than other ads rotating on the same page and position.
- Within the first seven days of the campaign, US Search used the Impact Engine platform to create and test 15 variations of its initial ad concepts, achieving an additional 100% CTR increase.

*"Impact Engine's platform brought efficiencies to our display ad campaign and operations. The campaign metrics and ad optimization tools alone make Impact Engine a strong value-add for display advertising campaigns."*

**Amber Higgins**  
**Vice President, Marketing & Business Development**  
**US Search.com**