Orange 142 Was Given 30 Days to Meet an Aquarium's ROAS Goal of 3X ROI

A large aquarium in the south was looking to promote visitation after 4 p.m. with a promotion called "Imagination Nights" which offered a discounted admission after 4 p.m. Orange 142 was given 30 days to meet the clients ROAS Goal of 3X ROI for this initiative.

One week after the campaign launch, we looked at all the data we had gathered and began making optimizations and moving budget towards the strategies that were driving the most conversions, creating new strategies based upon our learnings and turning off strategies that were not working.

At the end of the 30-day campaign we exceeded our clients expectations and goals. **We delivered a 5X ROAS (Return on Ad Spend).** We have had a valued partnership with the aquarium and their agency since 2016.

How Orange 142 Delivered Results

🚀 LAUNCH STRATEGIES

» **Behavioral targeting:** Millennial's, college students, young singles and parents with children 6-12 years old.
» **Contextual targeting:** We targeted entertainment, animal interest and dating.
» **Whitelist:** -e created a whitelist of travel sites.
» **Modeling:** We implemented lookalike modeling with our proprietary algorithm.
» **Geo-targeting:** 50 miles radius around the aquarium.

⊞ OPTIMIZATIONS

» **Behavioral:** Added "in market for experience tickets."
» **Site additions:** Local site PMP.
» **Lookalike and search re-targeting**: This was the best performing of our strategies so we increased budget allocation.
» **REM:** Increased bid and budget as the re-targeting pool grew.
» **Added adaptive segments:** These segments weed out exhausted users from the re-targeting pool and adapt to users who are expressing interest by serving them more ads.

To learn more please visit **orange142.com**

Direct Digital Holdings

❯ Huddled Masses® ❯ Colossus SSP® ❯ Orange 142®