

**"Net Media Planet stood out from the crowd in terms of talking our retail language and being energized by the exciting opportunity ahead; to establish our strong high street brand quickly, and firmly, into the online arena."**

## reducing cost per Acquisition

### The Challenge

A new client, The Perfume Shop had ambitions to reduce cost per customer acquisition and this was a KPI on which we would be judged.

### Objective

To drive down CPA to levels targeted by the Client.

### Our Approach

A 3 month campaign with a very granular structure was set up, using our proprietary platform, Mercury. We focused on call to action ad copy, set up Google sitelinks and created deeplink optimization to the best product pages. Clickpath analysis allowed us to focus on higher converting activity.

### Results

We reduced cost per acquisition by an impressive 33%.

