



THRESHOLD CASE STUDY

OBJECTIVE - CONTINUED GROWTH

At the beginning of 2016, Threshold was managing 75 statewide, nationwide and local search campaigns for one of the largest portfolios in student housing. Additionally, Threshold was managing 47 retargeting and geo-targeting display campaigns for the same client. Our main objective for this client was to create a digital strategy that would bring highly relevant clicks at the lowest CPC for each property. This strategy would entail various monthly optimizations throughout the year to reach a higher relevancy and in turn lower their average CPC.

LOOKING AT THE CLICKS

Threshold's digital team drove down the client's Cost per Click steadily throughout the year. We spent less money per click because there are fewer clicks from the display networks than clicks from search campaigns.

Since this client has one of the largest portfolios in student housing, any increase in spend across all accounts is going to cause a massive spike in clicks. Threshold launched 4th of July display campaigns for most of their accounts, spending \$200 per account in just 5 days. This doubled the number of impressions from about 8,000,000 in June to over 16,000,000 in July.

We examined the various display ads and saw that two of the client's properties were achieving superb CTRs of 1.00% and 1.29%. The display ads for the other properties were achieving CTRs ranging from 0.34% to 0.59%.

ADDITIONS TO THE CAMPAIGNS

By educating the client and showing them of the power of search campaigns, Threshold's digital team added some valuable tools to the campaigns. We implemented Expanded Ads into the PPC accounts with much success. One of the client's properties had a low CTR of 1.74% in September, before we implemented the Expanded Ads. After implementations, the average CTR soared to 9.97% by the end of October, and the CPC dropped from \$1.62 to \$1.33.

The second tool we added to the search campaigns was Geotargeted Display Campaigns. We used these for the 4th of July display campaigns. In just 7 days, this campaign earned 19,136 clicks and 8,032,741 impressions.

The third tool we added to the search campaigns, conversion tracking buttons, was rolled out at the end of the year and is being revamped for 2017. By adding action buttons to the sites like "Apply Now," "Call Now," and "Contact Us" we can track conversions and show successful results to the client, hopefully leading to even more search campaigns in the future for one of the largest portfolios in student housing.

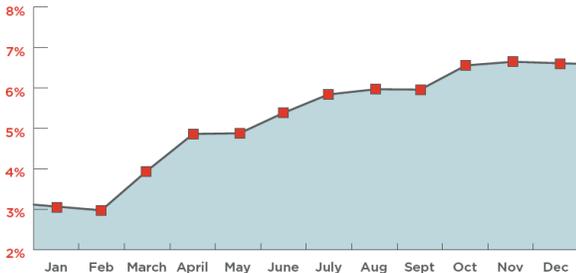
PERFORMANCE SUMMARY

By showing this client the power of search campaigns, we made 2016 a year of tremendous growth for both the client and for our search campaign services. By December of 2016, Threshold was managing 142 statewide, nationwide and local search campaigns and 106 retargeting and geo-targeting display campaigns for one of the largest portfolios in student housing. To reach our main objective we performed the following:

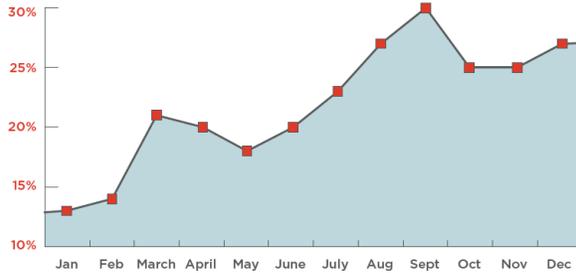
- Introduced expanded ads to each property
- Excluded irrelevant or high cost keywords that were triggering out client's ads
- Continually tested the ad copy to pre-qualify and target the right people
- Implemented seasonal low-cost display campaigns
- Created and optimized ads for visitors that have previously visited property websites.
- Performed bidding optimizations to target the right placements in the search results
- Enhanced the client's ads using the latest ad extensions and features

While managing search campaigns for one of the largest portfolios in the student housing industry using the tactics above, we were able to achieve 432,417 clicks and 9,526,019 impressions. We took the client's CTR from 3% in January to over 6% in December, with an average year-long CTR of 5.01%. Additionally, we had an average CPC of \$1.99, and a total cost of \$781,925.

GRAPHICAL REPRESENTATION: CTR (CLICK THROUGH RATE)

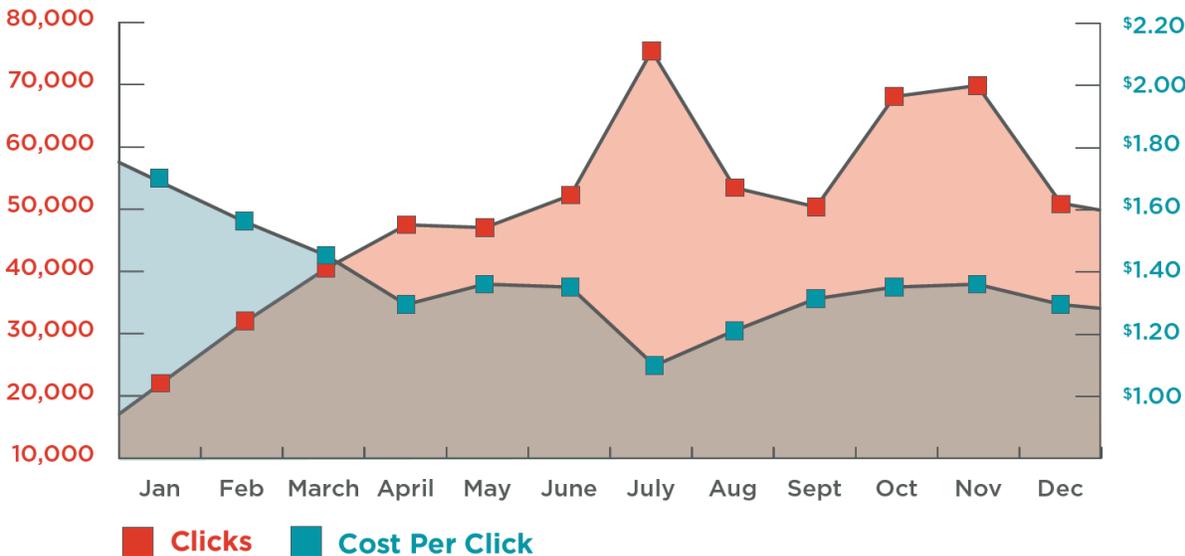


SEARCH



DISPLAY

GRAPHICAL REPRESENTATION: CLICKS VS COST PER CLICK



Clicks Cost Per Click