

# DROVE SIGNIFICANT INCREASE IN UNIQUE USERS THROUGH DISPLAY FREQUENCY CAP TESTING

## Clearly Business Challenges

- New customer growth
- Increasingly competitive landscape
- Spending efficiently across multiple channels

## (un)Common Approach to PPC

- Drove new customer growth by targeting unique users specifically
- Developed frequency strategy to minimize risk and cost of overexposing users to ads

## (un)Common Results

