

Gafisa reduces the Cost Per Acquisition on its web site with the strategic partnership between DRAFT FCB and AUNICA

57% ▶

One of the leading companies in the merger and construction market automates campaign management of its sponsored links and reduces by 57% the cost per acquisition.

 Gafisa

 aunica
the tagnology company

 DRAFTFCB

Challenges

With a considerable investment in sponsored links, Gafisa entrusted the strategy of these campaigns to the companies DraftFCB and AUNICA. After months of management, and using the Adobe Omniture Search Center tool, the team was faced with the challenge of reducing the Cost per Acquisition (CPA), that is the average amount invested to convert visitors of the web site into clients. At the same time (Moreover) another issue that came up was the optimization of the ads exposure in the most privileged positions in the search results, without affecting the average CPC (cost per click).

Solutions

To reach those goals the DraftFCB+AUNICA team made a background study of Gafisa's Sponsored Links based on "post-click" conversions using a link in the Omniture SiteCatalyst Analytics tool.

This way it was possible to identify what were the word groups that brought more qualified traffic to Gafisa's website, enabling the allocation of a big part of the investment into those search terms that generated better results, with a high degree of certainty.

Once this process was finalized the auction rules management was automated, for each identified segment.

57% CPA decrease

In an campaign optimized by the DraftFCB+ AUNICA team, during a one month period a 19,3% investment increase generated 179% more website contacts, resulting in a 57,3% decrease in the CPA (Cost per Acquisition), one of the key performance indicators in links campaigns.

Besides this achievement, one of the other premises of this campaign was the presence of Gafisa in privileged positions in search results, among the first three positions, with a positive variation of 4,7%, and a 53% increase in the exposure of the ads.

 DRAFTFCB

"AUNICA enabled us by means of the most advanced technology available in the market and the strategic support as to global best practices, to reach excellent results in our sponsored links strategy."

Leandro Fujita - Media Director DraftFCB

Client Profile:

Headquarter

São Paulo, SP

URL

www.gafisa.com.br

Business Area

Merger and Construction

Products:

Omniture Search Center for the management and optimization of different sponsored links campaigns.

Omniture SiteCatalyst to measure the communication channels performance available in Gafisa's website.

Products+services results:

- 57% decrease in cost per conversion
- Maintained the ads in privileged positions among the first three in the search result.
- Reallocation of the investment in words that brought best results.
- 53% exposure increase

About Gafisa

Gafisa S.A. is a merger and construction Brazilian company, focused on the residential market, which works in different sectors through its brands: Gafisa, Tenda and AlphaVille. Gafisa deals in the construction of medium to high standard apartments, Construtora Tenda works in the economic segment and AlphaVille in horizontal high class condominiums. Currently it operates in more than 40 cities in 18 states, with more than 1000 real-estate units delivered, which represents more than 12 million square meters built in the country.



"The partnership between DraftFCB and AUNICA was circumstantial and very important for this sponsored links project be successfull."

Eduardo Alves - Digital Projects Manager Gafisa

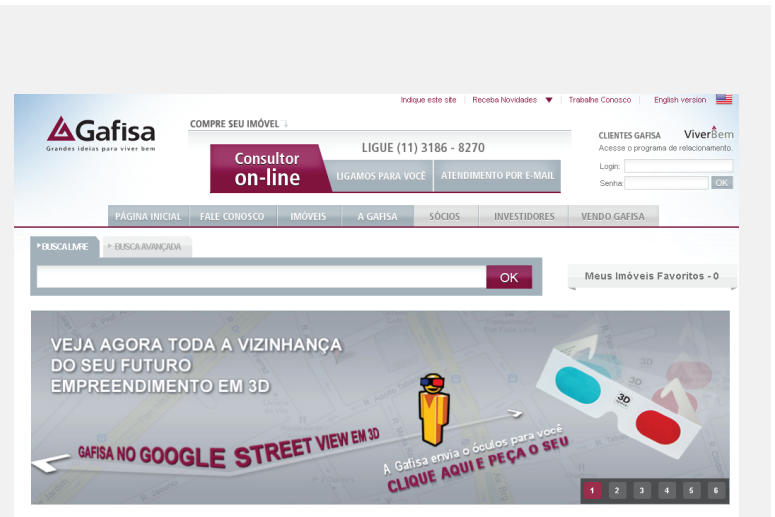
About DraftFCB

Draft FCB is one of the biggest communication and marketing agencies in the country, with branches in São Paulo and Rio de Janeiro. With a specialized team in advertising, digital and relationship marketing, it can deal with projects that encompass all of these areas or just a specific part.



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The partnership between DraftFCB and Aunica allowed the management of sponsored links campaigns based on real time performance data, helping Gafisa to take more effective strategic decisions.