



*“Thanks to MediaTrust, we exceeded all of our goals and increased the number of qualified leads for our clients. Our conversion rates were high and eCPAs very competitive, proving that MediaTrust’s PerformanceExchange connects quality clicks to conversions.”*

*“We pride ourselves on creating custom solutions for our clients that deliver tangible results. After working with MediaTrust, it became apparent that they do as well. From day one, they tailored a strategy to meet our goals, and provided the utmost attention to our campaign performance and stats.”*

- Norvax

### About MediaTrust

*MediaTrust makes pay-for-results online advertising easier and more cost-effective. MediaTrust offers an innovative online technology platform, supported by best-in-class service, and access to the best lead gen and direct response advertisers and quality affiliate publishers in the performance marketing industry. MediaTrust enables its partners to easily create and deploy pay-for-performance marketing campaigns that deliver clicks, leads and sales.*

## Norvax and MediaTrust’s PerformanceExchange (MTPX): Driving Sales Through Quality Traffic.

### Background

Norvax helps brokers go online, save time, and simplify the process of online lead generation for both themselves and their potential customers. Norvax’s innovative technology, committed staff, and industry experts serve over 6,500 insurance agents, brokers and GAs, positioning themselves as the leader of insurance software.

### Objective

Through their Insurance Leads service, Norvax supplies their customers with a steady supply of quality insurance leads. These leads are generated through various marketing efforts such as: search engine marketing, email, and affiliate marketing. Norvax’s primary goal in partnering with MediaTrust is to increase the number of quality leads for their clients, while using methods compliant with industry standards. Leads generated must meet or beat a target CPA.

### Strategy and Execution

First, MediaTrust carefully reviewed Norvax’s specific objectives, budget, and data. During this consultation, MediaTrust’s highly experienced Partner Management Team presented several campaign categories that would most effectively deliver qualified leads within Norvax’s metrics. Next, MediaTrust’s Creative Department produced unique and targeted industry-compliant creatives for Norvax’s approval. Upon Norvax’s approval, the ad campaigns were built into the MTPX and bids were set within MTPX’s Email Channel.

### Analysis and Optimization

After several days of testing, initial campaign results were analyzed and optimized. First, MediaTrust closely monitored the traffic quality to Norvax’s campaigns, ensuring only the highest quality traffic was delivered. Secondly, MediaTrust worked with its Creative Department to further enhance campaign creatives for compliance and performance. Next, MediaTrust’s Market Manager closely analyzed and optimized conversion percentage based upon traffic sources. Lastly, MediaTrust optimized based on Norvax’s subscription rate.

Following this initial review, Norvax then took part in weekly optimization meetings with MediaTrust’s Market Manager and Partner Manager to ensure Norvax’s campaigns were yielding maximum conversion ROI.

### Results

Within their first month, Norvax experienced a significant increase in the number of leads with conversion rates well above 13% and eCPAs within their target range. After a short period of working with their Partner Manager and MediaTrust’s Market Manager on stereotyping campaign optimization, Norvax saw an increased volume of qualified leads, higher conversion rates, and eCPAs remain well within their budget.