

CASE STUDY: AUTOMATED SAVINGS

# Jellyfish lowers CPM on LinkedIn with Rules-based Optimization



**18%** drop in CPM

**4** weekend hours saved per month

# Case study: Automated savings

## Challenge

A leading university's brand awareness campaigns were experiencing high CPMs on LinkedIn, which were impacting the prospective student pipeline for the institution. The university needed a way to reach potential students at a more efficient CPM.

## Solution

Jellyfish, the university's agency, discovered their weekend CPMs as an opportunity to optimize. Using Social Ads Manager's rules-based optimization, Jellyfish was able to set a rule to automatically lower weekend spend caps by 20% once their LinkedIn campaign exceeded the maximum CPM. The university's saved media dollars were shifted into more cost-efficient weekday performance and overall CPMs were lowered significantly.

## Result

Rules-based optimization helped to lower CPMs by 18% and shift roughly \$12,000 from expensive weekend CPMs to more cost-efficient weekday spend. Not only was the team able to improve cost-efficiency with rules-based optimization, they also saved 1 hour every week in manual spend adjustments.

**Publishers:**



**Features:**

Rules-based optimization

**Vertical:**

Education

**Agency:**

Jellyfish

