Point It
Digital Marketing

AT&T Developer Program bridges the digital marketing gap with Point It's programmatic ad buying expertise

Who is our client?

AT&T, a multi-national telecommunications corporation, is headquartered in Dallas, Texas. Our client is AT&T Developer Program, a business group within AT&T that offers resources for app developers including APIs and products that help measure efficiency of mobile resources. In addition to being a liaison between AT&T and app developers for its products, AT&T Developer Program also hosts an annual conference that provides an interactive platform for developers to tackle their app development and communication challenges in person.

What was keeping them up at night?

AT&T Developer Program's digital marketing team is measured on website traffic. Traffic was down and they were struggling to pinpoint the best way to drive visitors to their impressive library of resources. One of their biggest challenges is that they offer a product that is difficult to tackle solely through paid search. When all of the keyword opportunities were maximized to guide seekers to AT&T Developer Program, traffic would plateau.

A data driven company like AT&T needs user statistics to create a baseline for their marketing assumptions. Our client's product roadmap is driven by user feedback to help strengthen their products. Without traffic, they lacked data. Without data, they lacked traffic.

How did Point It help AT&T achieve their goals?

In order to help efficiently solve our client's challenges, the team at Point It built a brand awareness campaign leveraging an upper funnel programmatic tactic called predictive run of network (RON), along with targeted site lists. In predictive RON, a goal is given to a demand side platform (DSP) and users are prioritized by a predictive algorithm based on their likelihood to be receptive to our campaign's message. The DSP's programmatic algorithm then learns more about the type of users that interact with the ad, and then bids more aggressively for those users while holding them to a tangible base KPI. Based on this information, we are able to place the right ad at the right time in the right place targeting the right user, resulting in higher conversion rates and improved traffic for fewer dollars.

It's all about the data

4 years of programmatic display data

48% increase in overall new user traffic YoY
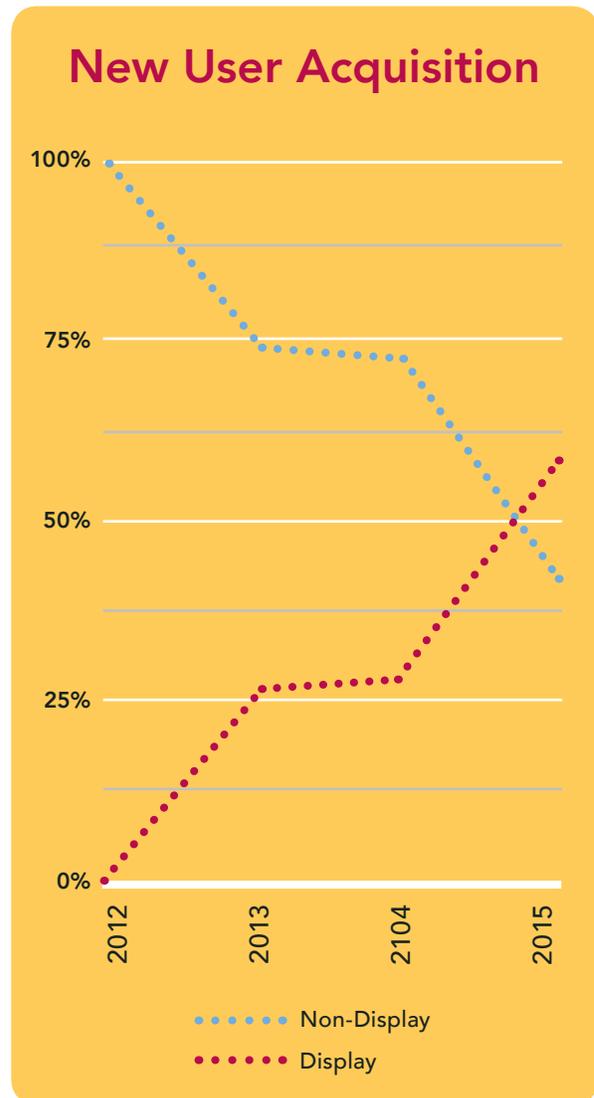
91% of new users acquired through programmatic display

Pay Per Click   Display Advertising   Paid Social   SEO   Analytics

The Point It team is continually optimizing and improving the campaign. We adjust bids and evaluate the overall performance while always keeping a strategic eye on growth opportunities to maximize long-term return. Although programmatic ad buying is in part an automated process, the Point It expertise in trend evaluation ensures that the campaign can reach a high performing audience in the most cost-effective way possible. We're constantly evaluating and refining inventory to guard against fraud and improve efficiency.

It's worked out so well that AT&T Developer Program has been relying on Point It to help them achieve their goals since 2012. Thanks to historical data, Point It is in a great position to make the effective recommendations that allow AT&T Developer Program to meet their challenges with both their website and their events.

Where the phone meets the ear: The results

The upside for AT&T Developer Program? They're able to get a real-time, watertight view of their target demographic based on the data they collect from this process. They also understand which messages resonate with which audiences, allowing them to better penetrate their market and develop their brand. AT&T Developer Program now has a "rinse and repeat" framework to continually test new messages against new audiences to see the most effective messaging for all of their user types. The benefits don't stop there: they can use this information across all of their digital marketing channels to help optimize performance. What a deal!

New User Acquisition

Legend: Non-Display, Display