

# A Cryptocurrency Client Came to Orange 142 to Accelerate New Customer Growth Goals

The business model required attracting new daily customers at scale to a growing number of local kiosks across the United States and Canada, with a defined cost to acquire goal.

The campaign strategy needed to adapt quickly, keeping up with the expansion of 1,500 new locations a month, attracting new customers at each location to generate millions of dollars in revenue.

The paid marketing efforts focused on hyperlocal, international search, and programmatic campaigns. This required efficiently managing and optimizing the multi-million-dollar budget with the goal of efficiently increasing new customer acquisitions as new locations came online. The results exceeded all acquisition goals and proved to be a powerful campaign growing the overall customer base at a lower cost.

**270%**

Conversions YoY



## How Orange 142 Delivered Results

### LAUNCH STRATEGIES

- » Paid Search Campaign.
- » 270% increase in conversions YoY.
- » Cost Per Conversion was 15% under goal with an increase in locations and spend of 300%.
- » Strategy used a mix of search, local & display campaigns to drive in-store visits.

### OPTIMIZATIONS

- » Implemented a Canada specific programmatic campaign.
- » 72% Increase in average new customers per month within 3 months.
- » 454% decrease in cost to acquire new customers.
- » Targeting strategies included behavioral, contextual, keyword, geo-fencing and remarketing.

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