



## The Challenge

Between May and June 2025, Calecim sought to drive qualified prospects to site during the EOFY period in a competitive haircare and skincare vertical.

Having previously run activity through Direct, the brand was looking to trial Performance Solutions to boost website visitation.

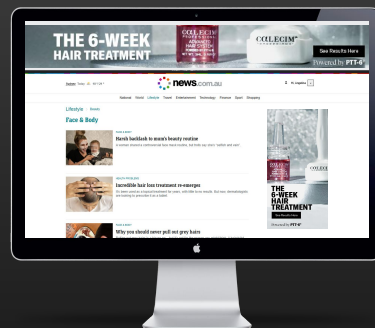
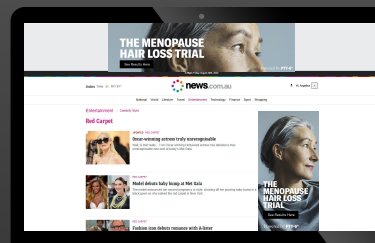
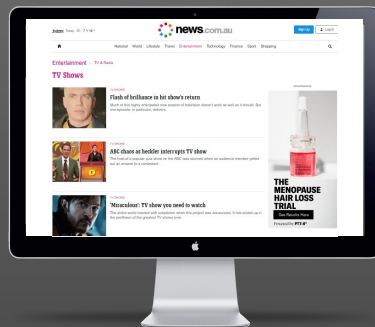
## The Insight

To stand out in a crowded category, Calecim needed an efficient, precise solution that could scale traffic while ensuring audiences were high intent and more likely to convert.

## The Idea

By activating News Australia's **exclusive Performance Solutions CPC buy model**, Calecim was able to minimise wastage, reach premium high-intent audiences across on- and off-network supply, and optimise in real time to drive stronger traffic quality.

\*Source: News Australia, May-June, 2025



## The Results

The campaign delivered an immediate **uplift in site visits**, with Performance Solutions optimising traffic quality in real time using **client web analytics** and **UTM insights** to shift budget towards the best-performing creative.

The approach delivered both efficiency and scale:

- 1.7x Higher Engagement (+167%)
- 6x Longer Session Time (+605%)
- 2x Site Traffic Growth
- ~20% Lower eCPC (\$4.80 vs. \$5.95)
- 12% Lower Bounce Rate

Together, these outcomes proved Performance Solutions' ability to drive not just more traffic, but more **qualified, conversion-ready leads**.

THE  
MENOPAUSE  
HAIR LOSS  
TRIAL

See Results Here