

Bigstock, a division of Shutterstock, partnered with Rockerbox to launch its first recency based display acquisition campaign. Rockerbox worked closely with Bigstock to discover the browsing patterns

that are most correlated to Bigstock subscribers.

The results? Rockerbox continually drove lower and lower CPAs for – even as spend increased.

81%

Decrease in CPA over the course of the campaign

50%

Conversions within 1 hour of initial impression

300%

Increase in post click conversions

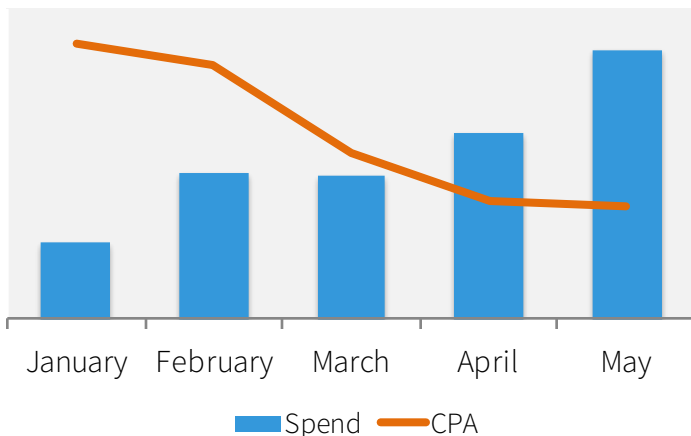
Bigstock is your fast, easy-to-use marketplace for quality stock images. We offer over 25 million royalty-free photographs and illustrations from talented photographers and artists around the globe, available for almost any purpose. In 2009 BigStockPhoto was acquired by Shutterstock, the biggest subscription-based image library in the world.

2015 Objectives

Bigstock needed Rockerbox to scale the campaign while continuing to reduce CPAs.

2015 Results

Over the course of 5 months, Rockerbox ramped up spend while simultaneously decreasing CPAs **58%**



"Rockerbox has become our go to choice for acquisition marketing due to their results and technology. I've been nothing but impressed by the ease of working with their talented team"

Kevin Cooper
Director of Marketing
Bigstock at Shutterstock