

EDGE Audiences Impact Analysis

RINGLING BROS. · EDGE AUDIENCES · BEFORE & AFTER ANALYSIS

Prepared by EDGE · August 2026

EDGE Audiences Beat Standard Prospecting.

SIDE-BY-SIDE CAMPAIGNS SHOWED EDGE DELIVERED STRONGER PROSPECTING EFFICIENCY.

ROAS ADVANTAGE

+27%



3.53x EDGE vs. 2.79x prospecting

side-by-side ROAS comparison

COST PER ACQUISITION

26% LOWER

more efficient than prospecting

same markets · same timing

CONVERSION QUALITY

+38%

higher conversion rate

CTR also +18%

The headline: EDGE outperformed standard prospecting on ROAS in 10 of 11 side-by-side campaigns. A consistent signal that the audience layer was improving prospecting efficiency.

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Removing EDGE Left an Efficiency Gap.

BLENDED ACCOUNT PERFORMANCE DECLINED AFTER REMOVING EDGE AUDIENCES.

BLENDED ACCOUNT	BEFORE	AFTER / CHANGE
ROAS	3.12x	2.78x (–11%)
CPA	$29.90	$39.73 (+33%)
CONVERSION RATE	1.48%	1.28% (–13%)

This does not mean EDGE was lifting every other audience. It means the mix lost one of its strongest prospecting revenue sources.

DIRECT EDGE CONTRIBUTION

9.8%

OF ACCOUNT REVENUE

delivered by EDGE at a 3.53x ROAS above prospecting and often remarketing.

When EDGE went away, that efficient revenue stream was no longer contributing to the media mix.

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Long-Term Opportunity: Restore EDGE Audiences.

A CLEAR PATH TO IMPROVE PROSPECTING EFFICIENCY WITHOUT REPLACING EXISTING CAMPAIGNS.

3.53x

EDGE ROAS

vs. 2.79x standard prospecting — a 27% ROAS advantage in side-by-side campaigns

10 of 11

CAMPAIGNS WON

EDGE delivered stronger ROAS than standard prospecting in nearly every side-by-side comparison

THE RECOMMENDATION:

Add EDGE Audiences back into Wave 2 as a defined prospecting layer. Where budgets are tight, fund it from the existing prospecting allocation and measure against standard prospecting on ROAS, CPA, CTR, and conversion rate. If the advantage holds, scale the audience.

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