

 FINANCE

**MediaForce and HealthyWallet  
Cut CPA Volatility by **85%** with  
Realize+ Budget Allocator**

**mediaforce®**

*"Budget Allocator gave us the confidence to scale. We went from manually rebalancing budget between campaigns to letting Realize's system handle it in real time, and our CPA volatility dropped dramatically. What used to swing 2-3x week to week now holds steady - which means we can commit to bigger budgets without second-guessing performance."*

**Noa Goldberg,**  
Senior Media Buyer at MediaForce

**85%**

Reduction in  
week-over-week  
CPA volatility

**1200+**

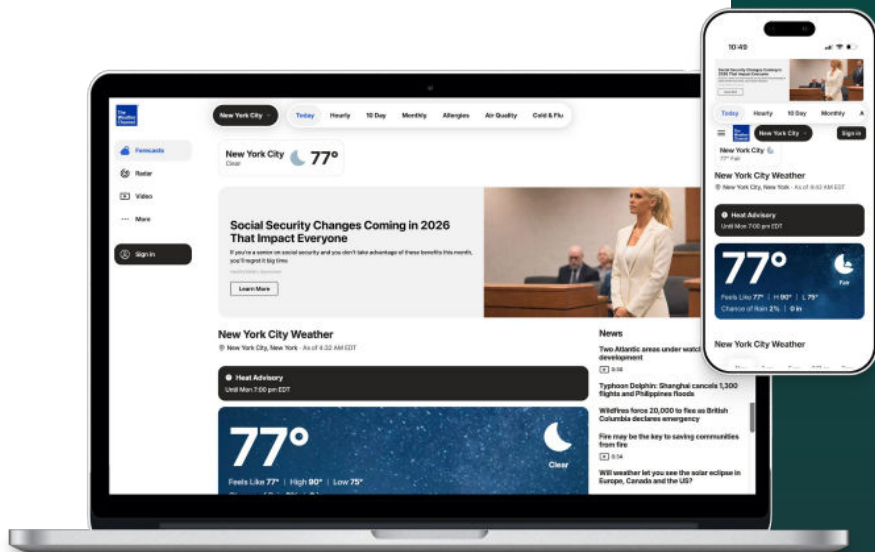
Conversions  
in 6 weeks

**6.5x**

Increase in average  
weekly spend



## Case Study



### COMPANY

**MediaForce** is a global AI-powered customer acquisition platform that helps brands connect to millions of potential customers across the web.

**HealthyWallet** is a personal finance publication that helps consumers compare financial products, access expert guidance, and make smarter financial decisions.

### CHALLENGE

**MediaForce** needed to optimize a shared budget across two complementary Desktop and Mobile campaigns for **HealthyWallet**. Regularly shifting budget toward the campaign delivering the lowest-cost conversions required ongoing manual management, making it harder to scale while maintaining stable performance.

### SOLUTION

**MediaForce** used **Budget Allocator**, part of **Realize+**, to dynamically distribute budget between the two campaigns. Using real-time performance data, Budget Allocator automatically directed more spend toward the campaign generating the lowest-cost conversions, while maintaining budget utilization across the campaign group.

### RESULTS

**Budget Allocator** helped **MediaForce** scale weekly spend by 6.5x, while keeping CPA within a stable range. **Over the six-week period, the campaign group generated over 1200 conversions at a 38% lower average CPA, and reduced week-over-week CPA volatility by 85%.**