

# AIRPORT PARKING ADVERTISER ELEVATES CTR

## OVERVIEW

An airport parking service was looking to build awareness among its target audience and improve their programmatic advertising performance. They enlisted our help to more precisely target frequent flyers and achieve a high CTR and maximize impressions.

## SOLUTION

The team developed a comprehensive strategy of search retargeting at the keyword level and site retargeting. With quick learning from the campaign launch, with our multivariate algorithms were able to continually optimize the campaign mid-flight by making daily budget adjustments to the top-performing tactics, adding and removing keywords, blacklisting poorly performing domains, and implementing dayparting and frequency capping to maximize budget and performance.

## RESULTS

Through multiple tactics and optimizations, achieved a spectacular CTR of .51%, far exceeding the industry average CTR of .08-.01%.

**.51%**  
CAMPAIGN CTR

CATEGORY  
**TRAVEL &  
TOURISM**

CAMPAIGN  
LENGTH  
**12  
MONTHS**

CAMPAIGN  
CPC  
**\$0.57**