

AUTO AUCTION DRIVES OFFLINE CONVERSIONS

CHALLENGE

An auto auction was looking to increase clicks to their website and also drive visitors to the physical auction site. They enlisted our help to utilize new geo-fencing with conversion zones technology and several other programmatic advertising tactics to track online-to-offline conversions and increase CTR.

SOLUTION

The team and the advertiser developed a comprehensive strategy of geo-fencing with conversion zones, keyword search retargeting, category contextual targeting and mobile geo-optimization. The client identified the location of the auto action, and we built a geo-fence conversion zone to track the number of individuals who were delivered an advertisement and then visited the location. After campaign launch, our multivariate algorithms worked to further improve the campaign mid-flight by optimizing keywords, implementing a frequency cap, adjusting recency and blacklisting domains.

RESULTS

We were able to deliver a .16% CTR, exceeding the industry average CTR of .08-.1%. Further the campaign achieved 182 geo-fence conversions, meaning individuals who were delivered an advertisement and then physically visited the auction location.

182

**GEO-FENCE
CONVERSIONS**

**CATEGORY
AUTO
AUCTION**

**CAMPAIGN
LENGTH
2 WEEKS**

**CAMPAIGN
RESULT
.16% CTR**