

AUTOMOTIVE BATTERY STORES DRIVE VIDEO SUCCESS

OVERVIEW

An automotive services chain specializing in batteries wanted to build awareness among its target audience near three area stores. They enlisted the help of us to run a programmatic pre-roll video campaign featuring geo-fencing technology and more with the goal of achieving a .12% CTR.

SOLUTION

The team and the advertiser developed a strategy of geo-fencing combined with search retargeting to reach drivers near each store location whose online behavior indicated interest and intent. The team built geo-fences in a specified radius around each store location and created custom keyword lists to target users who were searching the web for content related to car batteries. After campaign launch, our multivariate algorithms continually optimized the campaign including adjusting the recency to the same day as the search event to reach drivers in immediate need of service.

RESULTS

Over the four-month duration of the campaign, we delivered a .66% overall CTR, more than five times exceeding the goal. Further, the advertiser was able to measure with complete transparency which geo-fences and keywords performed the best.

5X+

CAMPAIGN GOAL

CATEGORY
AUTOMOTIVE

CAMPAIGN
RESULT
.66% CTR

CAMPAIGN
LENGTH
4+ MONTHS