

BLOOD DONATION CENTER REACHES NEIGHBORS

CHALLENGE

A blood donation center was looking to build awareness about upcoming blood drives and increase CTR. They enlisted our help to target individuals in specific neighborhoods around the pop-up donation centers, and then measure the number of individuals who visited the centers after receiving an ad.

SOLUTION

Our team and the advertiser developed a strategy of Geo-Fencing with Conversion Zones. The client identified the location of four pop-up donation centers, and we built geo-fences in a 10-block area around each center to target individuals who had visited those areas. The team also built conversion zones around the exact locations of each donation center to measure people who received an ad and then visited the centers. After campaign launch, our multivariate algorithms made several mid-flight optimizations, including filtering website domains.

RESULTS

With quick learning over the two-week duration of the campaign, the advertiser achieved a .20% CTR and 150 geo-fence conversions.

.2%

CAMPAIGN
CTR

CATEGORY
**BLOOD
DRIVE**

CAMPAIGN
LENGTH

2 WEEKS

GEO-FENCE
CONVERSIONS

GEO-FENCING