

CAMERA STORE FOCUSES IN ON GEO-FENCING

OVERVIEW

A local camera store was looking to increase awareness among their target audience, promote their annual photography expo and drive up their advertising performance. They enlisted our help to utilize new geo-fencing technology and other programmatic tactics with the goal of achieving the industry average CTR of .08-.1%.

SOLUTION

The team developed a comprehensive strategy of search retargeting at the keyword level, category contextual targeting and geo-fencing. The advertiser identified several area competitors and we built geo-fences around each location. With quick learning from the campaign launch, our multivariate algorithms were able to continually optimize performance mid-flight by adding keywords to reach a greater audience, blacklisting specific domains to more precisely target customers, and adjusting the impression cap to maximize budget and overall campaign performance.

RESULTS

Through multiple tactics and optimizations, we achieved a CTR of .16%, doubling the client's initial goal of the industry average CTR of .08-.1%.

2X+

CAMPAIGN GOAL

CATEGORY

RETAIL

CAMPAIGN
GOAL

.08-.1% CTR

CAMPAIGN
RESULT

.16% CTR