

CASINO RAISES THE STAKES WITH GEO-FENCING

OVERVIEW

A large casino was looking to promote a wide variety of products and offerings while driving up their programmatic advertising performance. They enlisted our help to utilize new geo-fencing technology and several other programmatic tactics with the goal of achieving a CTR of .1%.

SOLUTION

The team developed a comprehensive strategy of search retargeting at the keyword level, category contextual targeting, mobile geo-optimization and geo-fencing with conversion zones. The advertiser identified several nearby casinos and we built geo-fences around each competitor location and a conversion zone around their location. With quick learning from the campaign launch, our multivariate algorithms were able to continually optimize performance mid-flight by adjusting keywords, blacklisting specific domains to more precisely target customers, and implementing frequency caps and dayparting to maximize budget.

RESULTS

Through multiple tactics and optimizations, we achieved a CTR of .22%, more than doubling the client's goal of a .1% CTR. They were also able to track 45 offline geo-fence conversions, which is users who received an ad and then visited the casino.

2.2X

CAMPAIGN GOALS

CATEGORY

CASINO

CAMPAIGN
LENGTH

3 MONTHS

CAMPAIGN
CTR

.22% CTR