

CHURCH SEEKS NEW MEMBERS WITH GEO-FENCING

CHALLENGE

A church was looking to grow awareness about their worship services among its target audience, bring in new visitors and drive membership. They enlisted our help to utilize new geo-fencing technology and several other programmatic advertising tactics with the goal of achieving a .08% CTR.

SOLUTION

Our team and the advertiser developed a comprehensive strategy of geo-fencing, keyword search retargeting, category contextual targeting, and site retargeting. The advertiser determined key locations to reach their intended audience including nearby residential communities and apartment complexes. After campaign launch, Simpli.fi and our multivariate algorithms worked to further improve the campaign mid-flight by adding and removing keywords, shifting budget to the highest performing tactics and geo-fences, implementing frequency capping, updating pacing, and filtering websites.

RESULTS

Over the course of the year-long campaign, we delivered a .18% CTR, more than doubling the client's initial goal.

2X+

CLIENT
GOAL

CATEGORY
RELIGION

CAMPAIGN
RESULT
.18% CTR

CAMPAIGN
GOAL
.08% CTR