

APPLIANCES RETAILER DRIVES STORE TRAFFIC

CHALLENGE

A local appliances store was looking to build awareness among its target audience, increase traffic to their website and drive walk-in visits into their physical store. It enlisted our help to utilize new geo-fencing with conversion zones technology and several other programmatic advertising tactics with the goal of achieving a .1% CTR.

SOLUTION

The team and the advertiser developed a comprehensive strategy of geo-fencing with conversion zones, keyword search retargeting, category contextual targeting, site retargeting and mobile geo-optimization. The client several key competitor locations and we built geo-fences around each to target individuals who visited those stores. The team also established a conversion zone around the advertiser's store to determine who was delivered an ad and then visited the location. After campaign launch, our multivariate algorithms worked to further improve the campaign mid-flight by adding and removing keywords and categories, and blacklisting domains to improve CTR.

RESULTS

We delivered a .22% CTR, more than doubling the client's initial performance goal. Further, the advertiser was able to measure the number of online-to-offline conversions through our geo-fencing with conversion zones.

2X+

CLIENT
GOAL

CATEGORY
APPLIANCES

CAMPAIGN
RESULT
.22% CTR

CAMPAIGN
GOAL
.1% CTR