

# REGIONAL BANK EARNS GEO-FENCING SUCCESS

## OVERVIEW

A regional bank was looking to run a highly localized campaign targeting potential business and personal banking customers in specific geographic locations. They enlisted our help to utilize new geo-fencing technology and several other tactics to more precisely target their relevant audience and achieve a CTR of at least .07%.

## SOLUTION

The team developed a comprehensive strategy of geo-fencing, search retargeting at the keyword level, site retargeting and category contextual targeting. The advertiser identified nearly 500 locations of prospects and competitors and we built geo-fences around each. The campaign performance was monitored continuously, and our multivariate algorithms made optimizations to improve performance on a weekly basis. Specifically, the team shifted more budget to geo-fencing and high performing keywords and contextual elements, added additional geo-fences and mobile creative, blacklisted specific domains to more precisely target customers, and adjusted the frequency cap and pacing.

## RESULTS

Over the three-month campaign, we achieved a CTR of .12%, nearly doubling the client's initial goal of achieving a CTR of .07%. Through multiple tactics and optimizations, the campaign saw significant improvement month-over-month. Monthly CTR grew each month, climbing from .06% in month one to .11% in month two and finally .15% in month three.

# 1.8X+

CAMPAIGN GOAL

CATEGORY  
**FINANCIAL  
SERVICES**

CAMPAIGN  
LENGTH  
**3 MONTHS**

CAMPAIGN  
GOAL  
**.07% CTR**