

# BOAT DEALER DRIVES CTR AND AWARENESS

## CHALLENGE

An boat dealer was looking to target individuals who are interested in boating, water sports, fishing and related activities and who are likely to be in the market to purchase a boat. They enlisted our help to utilize new geo-fencing technology and several other programmatic advertising tactics to more effectively reach their audience and drive up their CTR.

## SOLUTION

Our team and the advertiser developed a comprehensive strategy of geo-fencing, keyword search retargeting, site retargeting, category contextual targeting and mobile geo-optimization. The client identified several key locations to reach their target audience, such as competitor dealerships, and we built geo-fences to target individuals who visited those locations. After campaign launch, our multivariate algorithms worked to further optimize the campaign mid-flight by adjusting keywords and the frequency cap.

## RESULTS

To date, we have been able to deliver a .17% CTR. With the campaign ongoing, we will continue to make in-flight optimizations to maximize performance.

**.17%**

CAMPAIGN  
CTR

CATEGORY  
**RECREATIONAL  
VEHICLES**

CAMPAIGN  
LENGTH  
**8 MONTHS**