

CAR WASH CLEANS UP GEO-FENCING CONVERSIONS

CHALLENGE

A local car wash was looking to more effectively reach their target market of premium drivers willing to pay for high-quality products and service. They enlisted our help to utilize new geo-fencing with conversion zones technology and other programmatic tactics with the goal of achieving a CTR of .1% and tracking online-to-offline conversions.

SOLUTION

The advertiser and our team developed a comprehensive strategy of keyword search retargeting, mobile optimization and geo-fencing with conversion zones. We built geo-fences around local competitor locations, and then drew a conversion zone around the advertiser's store to track geo-fence conversions. After launch, our multivariate algorithms worked to further optimize the campaign by adjusting keywords, implementing frequency capping, and blacklisting domains.

RESULTS

Through multiple tactics and optimizations, we delivered a .34% CTR, more than three times the campaign goal. The advertiser was also able to measure more than 1,000 individuals who visited their location after entering a geo-fence and being served an ad.

1,056

GEO-FENCE CONVERSIONS

CATEGORY
VEHICLES

CAMPAIGN
GOAL
.1% CTR

CAMPAIGN
RESULT
.34% CTR