

# EYE CARE PROVIDER TARGETS EYEWEAR BUYERS

## OVERVIEW

A regional eye care provider was looking to promote a discount offer for glasses and contacts with a localized programmatic advertising campaign. They enlisted our help to utilize new geo-fencing technology and several other tactics to reach their target audience and achieve the industry average CTR of .08-.1%.

---

## SOLUTION

The advertiser identified several area competitors, and our team built geo-fences around each location to target visitors to these providers. The campaign also featured search retargeting at the keyword level, category contextual targeting, and mobile geo-optimization to maximize reach and performance. After launch, our multivariate algorithms made mid-flight optimizations to improve campaign performance, including modifying and adding keywords, adjusting frequency caps, and blacklisting domains.

---

## RESULTS

Over the one-month campaign, we delivered a CTR of .28%, greatly exceeding the client's initial goal of .08-.1%.

**.28%**  
CAMPAIGN CTR

CATEGORY  
**HEALTH**

CAMPAIGN  
GOAL  
**.1% CTR**

CAMPAIGN  
LENGTH  
**1 MONTH**