

FUNERAL HOME GEO-FENCES NICHE MARKET

OVERVIEW

A funeral home was looking to build awareness among their target audience and improve their programmatic advertising performance. They enlisted our help to utilize new geo-fencing technology and other tactics to target their intended audience while striving for a CTR of .1%.

SOLUTION

The team developed a comprehensive strategy of search retargeting at the keyword level, site retargeting, geo-optimization and geo-fencing. The client recommended nearby competitors and geo-fences were drawn around each physical location. With quick learning from the campaign launch, our multivariate algorithms were able to continually optimize the campaign mid-flight. Optimizations included blacklisting specific domains to more precisely target customers and adjusting the frequency and impression caps to maximize budget and reach.

RESULTS

Through multiple tactics and optimizations, we achieved a CTR of .17%, exceeding the client's initial goal of reaching a CTR of .1%.

1.7X

CAMPAIGN GOAL

CATEGORY
FAMILY & COMMUNITY

CAMPAIGN
GOAL
.1% CTR

CAMPAIGN
RESULT
.17% CTR