

# 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**