

# HISTORICAL SITE GAINS TOURISTS WITH GEO-FENCING

## OVERVIEW

A historical church in a popular tourist area was looking to increase their visitor counts and track online-to-offline conversions. They enlisted our help to utilize new geo-fencing with conversion zones technology to target users who visited other nearby tourist attractions.

## SOLUTION

Our team and the advertiser developed a geo-fencing strategy to reach tourists in the surrounding area and at specific nearby travel attractions. The team built custom targeting zones around these locations and then drew a conversion zone around the church to measure users who were delivered an ad and then visited the physical site. The campaign utilized both display and pre-roll video creative. With quick learning from campaign launch, our multivariate algorithms made mid-flight optimizations to improve campaign performance, including frequency capping, impression capping, and blacklisting domains.

## RESULTS

Over a seven-week duration, the campaign delivered 240 geo-fence conversions, defined as individuals who were delivered an ad and then visited the church. Additionally, the campaign resulted in a highly successful .31% CTR.

# 240

GEO-FENCE VISITS

CATEGORY  
**TRAVEL & TOURISM**

CAMPAIGN  
LENGTH  
**7 WEEKS**

CAMPAIGN  
RESULT  
**.31% CTR**