

RV DEALERSHIP DRIVES CTR AND CONVERSIONS

OVERVIEW

An RV dealership was looking to build awareness among their target audience and drive traffic to their website and physical location. They enlisted our help to utilize new geo-fencing with conversion zones technology and several other programmatic tactics to reach individuals in the market for an RV with the goal of achieving a .1% CTR across display and video creative.

SOLUTION

Our team and the advertiser developed a comprehensive strategy of keyword search retargeting, site retargeting, category contextual targeting, mobile geo-optimization, and geo-fencing. The team built geo-fences around nearby competitor locations and also utilized event targeting to capture and retarget users who attended several relevant local events. After launch, our multivariate algorithms made mid-flight optimizations to improve performance including removing poorly performing keywords, adding geo-fences, and blacklisting domains.

RESULTS

Over the nearly three-month duration of the campaign, we delivered a .22% CTR, more than doubling the initial goal. Additionally, the campaign achieved a successful video completion rate of 60% with a .31% CTR for the video creative.

2X+

CAMPAIGN GOAL

CATEGORY
AUTOMOTIVE

CAMPAIGN
GOAL
.1% CTR

CAMPAIGN
RESULT
.21% CTR