

STORAGE SPACE COMPANY SECURES CTR GOAL

OVERVIEW

A multi-location storage space company was looking to advertise an offer for new rentals. They enlisted our help to take advantage of new geo-fencing technology and several other tactics to reach their relevant audience, improve their programmatic advertising performance, and drive up CTR.

SOLUTION

The advertiser identified relevant locations to reach its target audience, including hardware stores, construction companies, moving companies and competitor storage services. We developed a comprehensive strategy featuring geo-fencing to target those locations, plus search retargeting, category contextual targeting, site retargeting and mobile geo-optimization. The team closely monitored the campaign and made several mid-flight adjustments, in addition to automated optimizations through the use of unstructured data. The team adjusted recency, removed poorly performing keywords, swapped creative, modified frequency capping and shifted budgets to the strongest performing tactics.

RESULTS

To date, we have delivered a CTR of .14%, exceeding the client's initial goal of achieving a CTR of .1%. Through multiple optimizations, performance improved each month. With one month remaining in the year-long campaign, we will continue to make in-flight adjustments to maximize campaign performance.

.14%

CAMPAIGN CTR

CATEGORY
STORAGE

CAMPAIGN
GOAL
.1% CTR

CAMPAIGN
LENGTH
11 MONTHS