



CASE STUDIES

CATEGORY – Automotive | **MARKET** – Lee’s Summit, MO

PRODUCT // Targeted Display (Geo & Keyword) | Live since Oct 2016

OBJECTIVE // Display campaign to increase awareness of sale and drive traffic to location by “conquesting” (geo-fencing) competitor locations and retargeting users who have made automotive related searches on internet search engines.

RESULTS // At the time this case study was published, the display campaign has - in 6 weeks - generated over 3,200 clicks with a **CTR of 0.38%**. We have been able to report that **92 drives/conversions** have occurred.