



CASE STUDIES

CATEGORY – Retail | **MARKET** – Kansas City

PRODUCT // Targeted Display (Geo) | 10-day campaign in Sept to Oct '16

OBJECTIVE // Display campaign to increase awareness of sale and drive traffic to location by “conquesting” (geo-fencing) competitor locations.

RESULTS // Display campaign generated 101 clicks with a CTR of 0.14%, and we were able to account for **41 physical drives/conversions** to the customer’s location.